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**TOURISM AND  
RECREATION  
STUDIES BRANCH  
REPORT NO 76**

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# **ALGOMA AREA VISITOR SURVEY**

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## **SPRING 1972**



**CONDUCTED FOR:**

**TOURISM AND RECREATION STUDIES BRANCH,  
MINISTRY OF INDUSTRY AND TOURISM  
TORONTO - ONTARIO**

**INSTITUTE OF OPINION AND MARKET RESEARCH LTD., DON MILLS, ONT.**



*Ont. Tourism and Recreation Studies  
Branch. Report.*

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The Questionnaire







ⓧ Indicating The Four Major Entry/Exit Points





## INTRODUCTION

### Purpose

This survey was undertaken in order to explore the travel patterns and personal characteristics of Spring visitors to the Greater Algoma Region and to provide insights into the importance of tourism to the region during the pre-summer season.

More specifically, the research reported here, was designed to meet the following objectives:

1. To provide estimates of the total number of parties (and persons) visiting the Algoma Area between May 1 and June 30, 1972;
  2. To determine the origin and destination of these visitors;
  3. To determine the average duration of their visits;
  4. To identify the type of accommodations used;
  5. To identify the recreational activities undertaken;
  6. To obtain a measure of the degree of satisfaction with individual services used;
  7. To determine the expenditures of visitors while in the area;
  8. To measure the appeal of the area in terms of the number of repeat visits;
  9. To examine the different recreation patterns for "vacationers", "week-end trippers" and "week-day trippers", as well as those of "first timers" and "repeat visitors" to the area;
  10. To identify the personal characteristics of visitors relative to the "type" and purpose of their trip.
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### Method

The design of the research project centred around a time sampling plan, calling for a count of, and interviews with non-resident automobile parties exiting from the Greater Algoma Area during specific two-hour periods.

Included in the time-universe were 16 hours of each day (from 7 AM to 11 PM) for 61 consecutive days (from May 1 to June 30, 1972) for a total of 976 "exiting hours".

Excluded from the time universe were the hours from 11 PM to 7 AM because non-resident traffic leaving the area during these night hours was believed to be negligible.

From the above described universe, a systematic sample (244 hours or 122 two-hour stints) was drawn in such fashion as to give individual time-periods throughout the day, and each day of the week throughout the entire survey period, as well as each one of four counting/interviewing locations (exit points), an almost equal representation in the sample.

The following is the interviewing plan, showing the date, time and location for the counting/interviewing periods.



# Interviewing Plan

Showing Date, Time and Location

	<u>7-9</u>	<u>9-11</u>	<u>11-1</u>	<u>1-3</u>	<u>3-5</u>	<u>5-7</u>	<u>7-9</u>	<u>9-11</u>	<u>Total</u>
May 1 Mon				A				A	2
2 Tue			A				A		2
3 Wed		A				A			2
4 Thu	A				A				2
5 Fri				B				B	2
6 Sat			B				B		2
7 Sun		B				B			2
8 Mon	B				B				2
9 Tue				C					2
10 Wed									2
11 Thu						C			2
12 Fri					C				2
13 Sat				D				D	2
14 Sun			D				D		2
15 Mon						D			2
16 Tue	D				D				2
17 Wed				A				A	2
18 Thu		A	A				A		2
19 Fri		A				A			2
20 Sat	A				A				2
21 Sun				B				B	2
22 Mon			B				B		2
23 Tue		B				B			2
24 Wed	B				B				2
25 Thu				C				C	2
26 Fri			C				C		2
27 Sat						C			2
28 Sun	C				C				2
29 Mon				D				D	2
30 Tue			D				D		2
31 Wed		D				D			2
June 1 Thu	D				D				2
2 Fri				A				A	2
3 Sat			A				A		2
4 Sun		A				A			2
5 Mon	A				A				2
6 Tue				B				B	2
7 Wed			B				B		2
8 Thu		B				B			2
9 Fri	B				B				2
10 Sat				C				C	2
11 Sun			C				C		2
12 Mon		C				C			2
13 Tue	C				C				2
14 Wed				D				D	2
15 Thu			D				D		2
16 Fri		D				D			2
17 Sat	D				D				2
18 Sun				A				A	2
19 Mon			A				A		2
20 Tue		A				A			2
21 Wed	A				A				2
22 Thu				B				B	2
23 Fri			B				B		2
24 Sat		B				B			2
25 Sun					B				2
26 Mon				C					2
27 Tue						C			2
28 Wed									2
29 Thu				D					2
30 Fri									2
	<u>15</u>	<u>15</u>	<u>15</u>	<u>16</u>	<u>15</u>	<u>15</u>	<u>15</u>	<u>16</u>	<u>122</u>

A = MASSEY (Highway 17 East)  
 B = SAULT STE. MARIE (International Bridge)  
 C = WHITE RIVER (Highway 17 North)  
 D = ROUTE 101 (30 Miles East of Chapleau)





In accordance with this plan, a team of university students, selected, trained and supervised by the Principal of the Institute, counted all non-resident automobile parties leaving the Greater Algoma Area through one of four major exit points; while one member of the team counted, another conducted interviews with party heads as follows:

<u>Location/Exit Point</u>	<u>How Counting/Interviewing Was Administered</u>
Sault Ste. Marie (Bridge to U.S.A.)	<p>Non-resident automobile parties were counted as they approached Canada Customs.</p> <p>Randomly selected party heads were asked, as they stopped at Canada Customs, leaving the Algoma Area, to co-operate in the survey and were subsequently interviewed.</p>
White River (Highway 17 North)	<p>Non-resident automobile parties were counted as they drove through the village leaving the Algoma Area.</p> <p>Party heads were interviewed as they stopped for gas at one of the six service stations.</p>
Massey (Highway 17 East)	<p>Non-resident automobile parties were counted as they drove through the village leaving the Algoma Area.</p> <p>Party heads were interviewed as they stopped for gas at one of the four service stations.</p>
Route 101 (Highway 101, approximately 30 miles East of Chapleau)	<p>With the aid of traffic signs set up by the Ministry of Transportation and Communications, all traffic was slowed down for a count of non-resident automobile parties leaving the Algoma Area.</p> <p>Randomly selected party heads were stopped (By use of red flags), asked to co-operate in the survey and were subsequently interviewed.</p>
Non-resident automobile parties were identified by the licence plates of their cars.	





Classified as non-resident and consequently counted, were all non-commercial vehicles with out-of-Province licences as well as non-commercial vehicles with Ontario licence numbers other than licences:

P 25 701 - P 58 650	Passenger Permits
P 98 501 - P 99 600	
2 X 3241 - 2 X 6340	Dual Purpose Permits
3 X 1291 - 3 X 1390	

Non-commercial vehicles with out-of-Province licences as well as non-commercial vehicles with Ontario licence numbers other than the above, are throughout this report referred to as: Visiting Automobile Parties or Visitors.

According to lists obtained from the Ministry of Transportation and Communications, these licence numbers were allocated to Branch Offices in Sault Ste. Marie, Elliot Lake, Blind River, Thessalon, Bruce Mines, Wawa and Chapleau and subsequently issued to residents of the Algoma Area.

### Projections and Weighing

During the sampling periods described, the interviewers of the Institute counted a total of 5,455 visiting automobile parties and conducted 812 actual interviews with party heads (see table below).

Applying the 1:16 ratio between "time-sample - 244 hours" and "time universe - 3904 hours", the total number of automobile parties visiting the Greater Algoma Area between May 1 and June 30, 1972 has been estimated at 87,280. The estimate is based on those leaving the area between 7 AM to 11 PM at four exits.

The 812 actual interviews therefore have been weighted to represent this volume of visitor traffic. This was done by calculating a number of individual weights (16)\* to allow not only for the varying heaviness of visitor traffic at each of the four exit points but also to reflect the steadily increasing traffic as the Summer season approached.

<u>Exit Point</u>	<u>Actual Number of Interviews Y</u>	<u>Visiting Automobile Parties Count During Sampling Periods</u>	<u>Projected Number of Visiting Automobile Parties X</u>
Massey	22	1,909	30,544
Sault Ste. Marie	537	2,355	37,680
White River	175	1,061	16,976
Route 101 East	78	130	2,080
	812	5,455	87,280

\* Weights (W) were calculated and applied separately to 16 individual, generally four day periods (i) throughout the duration of the survey;

$$W_i = \frac{X_i}{Y_i}$$



### HIGHLIGHTS

- \* Between May 1 and June 30, 1972 an estimated 87,280 automobile parties visited the Greater Algoma Area, spending approximately \$3,730,000 while in the Algoma Area.
- \* 73% of all visitors were Americans, spending 82% of the defined visitor expenditure.
- \* The State of Michigan alone generated more visitors than all Canadian Provinces, including Ontario, combined.
- \* The International Bridge in Sault Ste. Marie was the most frequently used point of entry into the Greater Algoma Area (61%), Highway 17 East (Massey) was next with 23%, followed by Highway 17 North (White River) 15%.
- \* 82% of the visitors stated as main purpose of their trip: holiday/pleasure.
- \* 35% of all visitors were destined (main destination) for lakes/places within the Greater Algoma Region, meaning that most visitors visited the Algoma Area en route to other places in Ontario, Canada or the U.S.





- \* 89% of all visitors planned to be away from home for at least one night - on an average 10 nights; 49% of all visitors stayed one night or more in the Algoma Area - on an average 2-3 nights.
  
- \* The Algoma Area, therefore, was visited most often as part of a regular vacation (81%), only 10% of all visitors came for a day or more during the week, and another 9% came for all or part of the weekend.
  
- \* Those who stayed overnight in the Algoma Area used mainly Motels/Hotels/Inns (41%) and secondly Campgrounds/Trailer Parks (26%).
  
- \* Better than half of all visitors (55%) engaged in recreational activities while in the Algoma Region; most common was "fishing", "photographing", "recreational walking" and "recreational driving".
  
- \* Visitors were generally well satisfied with the services/facilities experienced while visiting the Area; average ratings are usually between "good" and "excellent".





- \* While in the Area, most visitors (94%) stopped and spent some time (usually less than 3 hours) in Sault Ste. Marie.
  
  - \* Every party, visiting the Algoma Area, spent on an average \$42.74 before exiting again - this average is based on all visiting parties, including those who spent very little or nothing at all.
  
  - \* 59% of all visitors had visited the Algoma Area before, usually four or more times; virtually all visitors said they would consider visiting the Algoma Region again.
  
  - \* Visitors claimed having first heard of the Area either "en route" or through "recommendation by friends/relatives".
  
  - \* Visiting parties were on an average comprised of 3 persons; 78% of all visiting were comprised of adults only.
  
  - \* Party heads came from all segments of the occupational scale; skilled labourers and retired people were particularly heavily represented.
  
  - \* The average annual family income of Spring visitors was \$12,140 - 64% of all visitors earned over \$10,000.
-



# Estimates Of Visitors And Expenditures

During the period of May 1 - June 30, 1972  
an estimated

87,280 Automobile Parties  
(63,000 or 73% from the U.S.)

visited the Greater Algoma Area, comprised  
of

244,000 Persons

spending a Total of

\$ 3,730,000

of which \$ 3,064,000 or 82% was spent by  
Americans.

Summer 1970<sup>\*</sup>  
July 15 - Sept. 15

175,360 Automobile  
Parties

547,123 Persons

\$ 6,965,000

Approximately \$ 823,000 were spent on accommodation  
(not including any food);

\$1,057,000 on food and beverage;

\$ 898,000 on gas and oil;

\$ 49,000 on car repairs and maintenance

\$ 71,000 on entertainment;

\$ 389,000 on gifts, shopping, incidentals;

And \$ 375,000 on other items

The 244,000 visitors spent a total of 300,000 visitor/nights in the  
area of which

Approximately 121,000 were spent at hotels/motels/inns/resorts;

28,000 at commercial cottages/cabins;

8,000 at outpost camps/establishments;

78,000 at campground/trailer parks;

And 65,000 at homes of friends, relatives,  
private cottages or elsewhere.

\* When comparing the findings from the Spring 1972 Survey with those of the Summer 1970 Survey, it should be taken into consideration that the "Algoma Area" in 1970 was defined differently than in 1972. While the boundaries in the west, south and east were the same, the northern boundary of the surveyed area in 1970 was a horizontal line extending from Montreal River Harbour eastward, leaving the Wawa and Chapleau Areas outside the Algoma.





## PROFILES OF SPRING VISITORS

### Vacationers

This was the largest group of visitors to the Algoma Area, constituting 81% of all visitors.

The vacationer was usually visiting the Area en route to or from a destination elsewhere in Ontario, Canada or the U.S.; only 27% of all vacationers had their main destination within the Greater Algoma Region.

He usually planned to spend 2 weeks away from home but only 51% stayed overnight or longer in the Algoma Area. Those who did stay, stayed an average 2-3 nights.

Among those who did stay overnight or longer in the Algoma Area, 42% used Motel/Inn/Hotel accommodation and 29% used Campgrounds/Trailerparks.

While in the Area, the majority of vacationers (61%) did engage in one form or another of recreational activity; the most common were fishing and photographing.

The average party was comprised of 3 persons; the majority were "All Adult Parties" (78%).

Each party spent an average of \$47.11 while in the Algoma Area. The money was spent on food, gas and accommodation.



### Weekday Visitors

Weekday visitors are those who visited the Algoma Area for one day or more during the week, aside from those on a regular vacation. 10% of all visitors to the Algoma Area during the Spring were weekday visitors.

52% of all weekday visitors have their main destination in the Algoma Area. The remainder was destined primarily for Southern Ontario and other Canadian Provinces.

48% of all weekday visitors did not spend a single night away from home on their trip; 75% did not stay overnight in the Algoma Area. Those who did, stayed an average 1-2 nights which were usually spent at a Motel/Inn/Hotel (58%) or at a Campground/Trailerpark (18%).

The majority of weekday visitors (76%) did not engage in any recreational activity at all while in the area; those who did, usually fished and/or photographed.

The average party was comprised of 1 or 2 adults (82% of all "Weekday Visitor" parties were comprised of adults only), who spent an average of \$24.26 while in the Algoma Area. The money was mainly spent on food, gas and shopping.





### Weekend Visitors

Weekend visitors are defined as travellers who visited the Algoma Region for the weekend or any parts of it. Such trip was not part of a regular vacation. Nine percent of all Spring visitors to the Algoma Area were weekend visitors.

The weekend visitor was usually (84%) destined for lakes or places within the Algoma Region - most likely within the Sault Ste. Marie or Elliot Lake Areas.

The large majority (72%) were away from home for an average of 1-2 nights and these nights were usually spent in the Greater Algoma Area. But better than half (56%) of the weekend visitors spent these nights at the home of friends or relatives. Only 21% checked into a Motel/Hotel/Inn.

59% of all weekend visitors did not engage in any recreational activity while in the Algoma Area. Others just "drove around" or fished.

There were about 3-4 persons to each party and in 27% of the parties were one or more teenagers or children.

Each party spent an average of \$23.25 while in the Area. This money was spent mainly on gas, food and accommodation.



GENERAL SUMMARYOrigin of Visitors

27% of all visitors came from the U.S.; in fact, the State of Michigan alone generated more Spring visitors to the Algoma Area than all Canadian Provinces combined.

Percent Of All Visiting  
Automobile Parties

Actual Interviews:	812		
Estimated Number of Visiting Automobile Parties:	87280		
<u>Residence</u>	<u>%</u>		<u>Summer 1970</u>
			See Footnote Page 10
Ontario	13	} 27%	21
Quebec	3		3
Manitoba	2		2
Other Canada	9		4
New York	5	} 73%	4
Michigan	32		25
Ohio	11		10
Wisconsin	4		5
Illinois	3		6
Other U.S.A.	18		20





### Main Destination of Visitors

While almost half (45%) of all American visitors were destined for places within the Greater Algoma Area, (75% were destined for places within Ontario), only 10% of the Canadian Spring visitors stated their main destination as being within the Algoma Region (55% were destined for places within Ontario).

Within the Greater Algoma Region, the main destination of visitors was most frequently in the Sault Ste. Marie area, (refer to the map on page 1). Lakes/places within the Elliot Lake and Wawa Areas were also mentioned as main destinations, particularly by Americans.

	All Visiting Automobile Parties	Canadian Residents	U.S.A. Residents
Actual Interviews:	812	167	643
Estimated Number of Visiting Automobile Parties:	87280	24158	63001
<u>Main Destination</u>	%	%	%
Greater Algoma Region	35	10	45
- Sault Ste. Marie Area	18	3	25
- Elliot Lake Area	7	5	8
- Wawa Area	7	1	9
- Chapleau Area	3	1	3
Other Sudbury District	8	19	3
Thunder Bay District	11	6	13
Other Northern Ontario	5	7	5
Southern Ontario	10	13	9
Other Canadian Provinces	17	41	7
U.S.A.	14	4	18

(See Table 4)



Main Destination of Visitors  
(continued)

By examining the different types of visitors, i.e., weekday visitors, weekend visitors, those on vacation, first timers to the Area and repeat visitors as well as their stated main destination, it is found that the "weekday", "weekend" and "repeat" visitors were usually destined for places within the Algoma Area. Those on a regular vacation trip and those visiting the area for the first time were more likely to be just passing through while on their way to other places.

	<u>Type Of Trip</u>			<u>Type Of Visitor</u>	
	<u>Week Day</u>	<u>Week- end</u>	<u>Vacation</u>	<u>First Timer</u>	<u>Repeat Visitor</u>
Actual Interviews:	107	102	603	258	554
Estimated Number of Visiting Automobile Parties:	8325	8026	70929	35578	51702
<u>Main Destination</u>	%	%	%	%	%
Greater Algoma Region	52 ◀	84 ◀	27	20	45 ◀
- Sault Ste. Marie Area	41	60	11	10	24
- Elliot Lake Area	2	18	6	5	8
- Wawa Area	7	6	7	3	9
- Chapleau Area	2	-	3	2	4
Other Sudbury District	1	2	9	1	13
Thunder Bay District	5	7	12	8	12
Other Northern Ontario	2	4	6	7	5
Southern Ontario	13	*	11	14	7
Other Canadian Provinces	25	*	18	21	14
U.S.A.	2	3	17	29	4

(See Table 5)



### Main Purpose of The Trip

The main purpose of the trip is most often "holiday/pleasure" 82%; this is particularly true for Americans, (91% "holiday/pleasure").

33% of the Canadian Spring visitors state "business reasons" as the main purpose of their trip.

	All Visiting Automobile Parties		Canadian Residents	U.S.A. Residents
Actual Interviews:	812	Summer 1970	167	643
Estimated Number of Visiting Automobile Parties:	87280	See Footnote Page 10	24158	63001
<u>Main Purpose</u>	%	%	%	%
Holiday/pleasure	82 ◀	84	60	91 ◀
Visiting friends/ relatives	7	11	7	7
Business	11	5	33 ◀	2

(See Table 6)





Main Purpose of The Trip  
(continued)

Those visitors destined for the Elliot Lake or Wawa Areas were travelling almost exclusively for "holiday/pleasure".

"Holiday/pleasure" was also the main reason for travelling to the Chapleau Area, however, 9% heading for the Chapleau Area did so for "business" reasons.

Those destined for the Sault Ste. Marie Area travelled mainly for "holiday/pleasure" (71%), but also to "visit friends/relatives" (22%) and for business reasons (7%).

	<u>Destination Within Greater Algoma</u>			
	<u>Sault Ste. Marie Area</u>	<u>Elliot Lake Area</u>	<u>Wawa Area</u>	<u>Chapleau Area</u>
Actual Interviews:	238	43	80	51
Estimated Number of Visiting Automobile Parties:	16277	6051	5876	2396
<u>Main Purpose</u>	%	%	%	%
Holiday/pleasure	71	99 ◀	98 ◀	91
Visiting friends/ relatives	22 ◀	-	1	-
Business	7	1	1	9

(See Table 7)



### Point of Entry Into Greater Algoma

The International Bridge in Sault Ste. Marie was the most heavily used point of entry into the Greater Algoma Region, mainly because of the large number of American visitors.

Canadians, visiting the Algoma Area, including those just driving through entered mainly via Highway 17 East (Massey) and secondly via Highway 17 North (White River).

	All Visiting Automobile Parties	Canadian Residents	U.S. Residents
Actual Interviews:	812	167	643
Estimated Number of Visiting Automobile Parties:	87280	24158	63001
<u>Point Of Entry</u>	%	%	%
Sault Ste. Marie (Bridge)	61	5	82 ◀
Highway 17 North (White River)	15	41 ◀	5
Highway 17 East (Massey)	23	52 ◀	13
Highway 101 East (Chapleau)	1	2	-

(See Table 1)



### Type of Trip

The Algoma Area was most commonly visited as part of a "regular vacation" trip and relatively seldom as part of a trip outside the annual vacation, i.e., by someone taking a few days off during the week or making a week-end trip.

The general pattern was evident among Americans and Canadians as well as among "first timers" and "repeat visitors". Notwithstanding the foregoing, repeat visitors were somewhat more likely to visit the Algoma Area during the week or as part of a weekend trip than were first timers.

	All Visiting Automobile Parties	Canadian Residents	U.S. Residents	<u>Type Of Visitor</u>	
				<u>First Timer</u>	<u>Repeat Visitor</u>
Actual Interviews:	812	167	643	258	554
Estimated Number of Visiting Automobile Parties:	87280	24158	63001	35578	51702

<u>Type</u>	%	%	%	%	%
-------------	---	---	---	---	---

### Weekday Trip

Visitor came for a day or  
more during the week;  
not part of regular  
vacation

10	16	7	4	13 ◀
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### Weekend Trip

Visitor came for the week-  
end or any parts thereof;  
not part of regular  
vacation

9	8	10	3	13 ◀
---	---	----	---	------

### Vacation Trip

Part of regular vacation

81 ◀	76	83	93	74
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(See Tables 12 & 13)





Type of Trip  
(continued)

Among those, particularly destined for the Sault Ste. Marie Area within the Algoma Region, was a sizable proportion of visitors (30%) who came for the weekend only and another group (21%) who came for a visit during the week, the latter not being part of their regular vacation.

Also, a fair number (24%) with main destination in the Elliot Lake Area visited the area as part of a weekend trip.

	Destination Within Greater Algoma			
	Sault Ste. Marie Area	Elliot Lake Area	Wawa Area	Chapleau Area
Actual Interviews:	238	43	80	51
Estimated Number of Visiting Automobile Parties:	16277	6051	5876	2396
<u>Type</u>	%	%	%	%
<u>Weekday Trip</u>				
Visitor came for a day or more during the week; <u>not</u> part of regular vacation	21 ◀	2	9	6
<u>Weekend Trip</u>				
Visitor came for the weekend or any parts thereof; <u>not</u> part of regular vacation	30 ◀	24 ◀	8	-
<u>Vacation Trip</u>				
Part of regular vacation	49	74	83	94

(See Table 13)



Overall Duration of The Trip And Time Spent In Algoma Area

89% of all visitors regardless of origin planned to be away from home for at least one night, usually longer. The average was about 10 nights. (Canadians: 12 nights, Americans: 9 nights).

49% of all visitors stayed one night or longer in the Algoma Area; those who stayed, averaged 2-3 nights (Canadians: 2 nights, Americans: 3 nights).

	<u>All Visiting Automobile Parties</u>	<u>Canadian Residents</u>	<u>U.S. Residents</u>
Actual Interviews:	812	167	643
Estimated Number of Visiting Automobile Parties:	87280	24158	63001
<u>Time Spent Away From Home</u>			
One day or less	11	12	10
One night or more	89 ◀	88 ◀	90 ◀
Average number of nights based on those who spent at least one night away from home	10.2	12.5	9.3
<u>Time Spent In Greater Algoma</u>			
One day or less	51	61	47
One night or more	49 ◀	39 ◀	53 ◀
Average number of nights based on those who spent at least one night in Greater Algoma Area	2.5	1.7	2.7

(See Tables 8 & 10)



### Time Spent In Algoma Area

"Weekend visitors" were more likely, than others, to stay overnight in the Algoma Area, (62%). Those who did stay, usually stayed only one night.

Of greater interest to the Algoma economy were "vacationers", and particularly "repeat visitors" half of whom stayed overnight while travelling in the Algoma Area. Those who stayed overnight, stayed an average of 3 nights.

	<u>Type Of Trip</u>			<u>Type Of Visitor</u>	
	<u>Week Day</u>	<u>Week- end</u>	<u>Vacation</u>	<u>First Timer</u>	<u>Repeat Visitor</u>
Actual Interviews:	107	102	603	258	554
Estimated Number of Visiting Automobile Parties:	8325	8026	70929	35578	51702
<u>Time Spent In Greater Algoma</u>	%	%	%	%	%
One day or less	75	38	49	54	49
One night or more	25	62 ◀	51	46	51
Average number of nights based on those who spent at least one night in the Greater Algoma Area	1.7	1.2	2.7 ◀	1.7	3.0 ◀

(See Table 11)





Time Spent In Algoma Area  
(continued)

Those who had their main destination in the Wawa and Chapleau Areas usually came for at least one night (87% and 89% respectively). These visitors spent an average of 4 nights in the Wawa Area, 5 nights in the Chapleau Area.

Approximately half of the visitors destined for the Sault St. Marie and Elliot Lake Areas did not stay overnight at all. Those who did, spent an average of 3 nights in the Sault Ste. Marie Area, 4 nights in the Elliot Lake Area.

	<u>Destination Within Greater Algoma</u>			
	<u>Sault Ste. Marie Area</u>	<u>Elliot Lake Area</u>	<u>Wawa Area</u>	<u>Chapleau Area</u>
Actual Interviews:	238	43	80	51
Estimated Number of Visiting Automobile Parties:	16277	6051	5876	2396
<u>Time Spent In Algoma Area</u>	%	%	%	%
One day or less	44	54	13	11
One night or more	56	46	87	89
Average number of nights based on those who spent at least one night in Greater Algoma Area	3.0	4.4	4.1	5.0

(See Table 11)



### Accommodation Used During Stay In Greater Algoma Area

During the Spring, visitors who stayed overnight in the Algoma Area, used motels/hotels/inns more often than any other individual type of accommodation, (41%). The proportion using motels/hotels/inns was particularly high among Canadians (59%).

The private cottage/chalet and the home of friends/relatives accounted together for 16% of the accommodations used. More popular was the campground/trailer park, particularly among those travelling with children.

Another observation made from the table below is, that Americans were more likely than Canadians to use commercial cottages/cabins/outpost camps.

#### Visitors Who Stayed At Least One Night In Algoma Area

	All Visiting Automobile Parties	Canadian Residents	U.S. Residents	Adults Only	Adults & Youths
Actual Interviews:	463	88	375	379	84
Estimated Number of Visiting Automobile Parties:	43078	9448	33630	34349	8729
<u>Type Of Accommodation</u>	%	%	%	%	%
Hotel/Motel/Inn/ Resort	41	59 ◀	35	42	33
Campground/Trailer Park	26	26	26	24	35 ◀
Commercial cottage/ cabin/outpost camp	12	1	15 ◀	12	14
Private cottage/ chalet	5 ]	* ]	7 ]	5 ]	7 ]
Home of friends relatives	11 ] } 16	14 ] } 14	11 ] } 18	11 ] } 16	12 ] } 20
Other	5	2	7	6	2

(See Tables 14 & 15)

adds to more than 100%  
because of multiple mentions.



Accommodation Used During Stay In Greater Algoma Area  
(continued)

The preference for the Motel/Hotel/Inn as accommodation during the stay in the Algoma Area held basically true, with some fluctuation in degree, for all types of visitors, except those who came for weekend trip. These visitors were more inclined to stay with friends or relatives.

The campground/trailer park generally ranked second among accommodations used.

	Visitors Who Stayed At Least One Night In Algoma Area				
	Type Of Trip			Type Of Visitor	
	Week Day	Week- end	Vacation	First Timer	Repeat Visitor
Actual Interviews:	30	58	375	133	330
Estimated Number of Visiting Automobile Parties:	2092	4960	36026	16440	26638
<u>Type Of Accommodation</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Hotel/Motel/Inn Resort	58 ◀	21	42	55 ◀	32
Campground/trailer park	18	12	29	31	24
Commerical cottage/cabin/ outpost camp	10	4	14	8	15
Private cottage/ chalet	3	5	5	1	8
Home of friends/ relatives	10	56 ◀	5	3	16
Other	1	3	6	3	7

(See Table 15)

Adds to more than 100% because  
of multiple mentions.





# Recreational Activities Undertaken In Greater Algoma Area

55% of all visitors engaged in one or more recreational activities while visiting the Algoma Area. Most common, for Americans was "fishing". Also "recreational driving" and "photographing", "recreational walking", "picnicking" and "motor boating" were popular among visitors from the U.S.

Canadians, more often destined for places outside the Algoma Area or outside Ontario, were consequently also less active in the Algoma Region.

	<u>All Visiting Automobile Parties</u>		<u>Canadian Residents</u>	<u>U.S. Residents</u>
Actual Interviews:	812		107	641
Estimated Number of Visiting Automobile Parties:	87280		24156	63001
<u>Activity</u>	<u>%</u>		<u>%</u>	<u>%</u>
Stream fishing	15	38	7	18
Boat fishing	18		2	25
Shoreline fishing	5		*	6
Picknicking	9		3	11
Motor boating	7		1	10
Recreational walking	11		5	13
Recreational driving	17		9	20
Photographing	30		42	25
Other	18		9	21
None at all	45		48	44

Adds to more than 100%  
because of multiple mentions.



Recreational Activities Undertaken In Greater Algoma Area  
(continued)

"Weekday visitors" were least active, 76% did not pursue any recreational activity at all. "Weekend" visitors liked "fishing" and "Recreational driving", while "vacationers" fished and "took pictures".

"First timers" photographed and did some fishing. "Repeat visitors" engaged in many activities, above all "fishing".

	<u>Type Of Trip</u>			<u>Type Of Visitor</u>	
	<u>Week Day</u>	<u>Week- end</u>	<u>Vacation</u>	<u>First Timer</u>	<u>Repeat Visitor</u>
Actual Interviews:	107	102	603	258	554
Estimated Number of Visiting Automobile Parties:	8325	8026	70929	35578	51702
<u>Activity</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Stream fishing	5]	10]	17]	10]	18]
Boat fishing	5]-12	11]-27	21]-43	10]-22	24]-49
Shoreline fishing	2]	6]	5]	2]	7]
Picknicking	6	4	9	7	10
Motor boating	3	6	8	4	10
Recreational walking	5	11	11	8	12
Recreational driving	7	24 ◀	18	21	15
Photographing	12	13	34 ◀	30 ◀	29
Other	8	22	18	7	25
None at all	76 ◀	59	39	49	42

(See Table 16)

Adds to more than 100%  
because of multiple mentions.



Recreational Activities Undertaken In Greater Algoma Area  
(continued)

Those who gave their main destination as the Greater Algoma Region in general and the Elliot Lake, Wawa and Chapleau Areas in particular, came above all to fish.

"Picnicking", "boating", "recreational driving" and "Photographing" were also well represented among the wide variety of activities undertaken.

	<u>Destination Within Greater Algoma</u>			
	<u>Sault Ste. Marie Area</u>	<u>Elliot Lake Area</u>	<u>Wawa Area</u>	<u>Chapleau Area</u>
Actual Interviews:	238	43	80	51
Estimated Number of Visiting Automobile Parties:	16277	6051	5876	2396
<u>Activity</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Stream fishing	15	51	45	54
Boat fishing	17 } 39	75 } 133	54 } 117	57 } 124
Shoreline fishing	7	7	18	13
Picknicking	11	16	28 ◀	15
Motor boating	9	23	21	42 ◀
Recreational walking	18	14	23	12
Recreational driving	20	41 ◀	27	16
Photographing	20	21	41 ◀	28
Other	30	32	47	66
None at all	50	2	15	18

(See Table 17)

Adds to more than 100%  
because of multiple mentions.





### Use of Fly-In Service

Two percent of all visitors, exclusively Americans, made use of a fly-in service, which was usually part of a vacation package purchased through a travel agent before leaving home.

(Interviewers report that this type of vacation seems to appeal particularly to american professionals, like doctors, lawyers, etc.)

	All Visiting Automobile Parties	Canadian Residents	U.S. Residents
Actual Interviews:	812	167	643
Estimated Number of Visiting Automobile Parties:	87280	24158	63001
<u>Used Fly-In Service</u>	%	%	%
Yes	2	-	2
No	98	100	98

(See Table 18)



### Ratings of Facilities/Services Experienced

All visitors, regardless of origin, were usually quite satisfied with the services or facilities experienced while visiting the Algoma Area. The "attitude of local people towards visitors", "recreational facilities" and "service stations" were given top marks, but "local prices of goods and services" were rated between "fair" and "good".

<u>Facilities/Services Experienced</u>	Estimated Number of Visiting Automobile Parties	<u>Average Ratings*</u>		
		<u>All Visiting Automobile Parties</u>	<u>Canadian Residents</u>	<u>U.S. Residents</u>
Hotel/Motel accommodation	20173	3.1	3.0	3.1
Quality of restaurant food	56095	3.0	3.0	3.0
Quality of restaurant service	55875	2.9	3.0	2.9
Quality of dining rooms	6254	3.1	3.0	3.5
Service stations	69910	3.2 ◀	3.2	3.1
Entertainment facilities	7662	2.9	2.8	3.0
Recreational facilities	23492	3.2 ◀	3.8	3.0
Taverns and Cocktail Lounges	5906	3.1	3.2	3.1
Attitude of local people towards visitors	73584	3.2 ◀	3.2	3.2
Local prices of goods and services	78028	2.5	2.7	2.4

(See Table 19)

\* Based on assigned values of 4 for "excellent",  
3 for "good", 2 for "fair", 1 for "poor".



### Towns And Villages Visited

Very few travellers did not stop at any of the towns and villages while visiting the Algoma Area. The proportion not stopping at all though, was somewhat higher among Canadians, who were as previously shown, also more likely destined for places outside the Algoma Region or other Provinces.

As to be expected, Sault Ste. Marie was visited most often, in fact by 94% of all visitors; other towns and villages were visited considerably less often.

Repeat visitors were more likely to stop at Wawa and Chapleau than first timers.

	<u>All Visiting Automobile Parties</u>	<u>Canadian Residents</u>	<u>U.S. Residents</u>	<u>First Timer</u>	<u>Repeat Visitor</u>
Actual Interviews:	812	167	643	258	554
Estimated Number of Visiting Automobile Parties:	87280	24158	63001	35578	51702
<u>Towns And Villages Visited</u>	%	%	%	%	%
Sault Ste. Marie	94 ◀	85	97	93	95
Thessalon	2	1	2	1	2
Blind River	2	1	3	3	2
Elliot Lake	1	1	1	1	1
Chapleau	4	3	4	2	5 ◀
Wawa	10	10	10	7	12 ◀
None at all	6	13 ◀	2	6	5

(See Table 20)

Adds to more than 100%  
because of multiple mentions.





### Time Spent In Sault Ste. Marie Itself

Those who stopped at Sault Ste. Marie usually stopped for less than 3 hours (62%). 30% stayed at least one night, on an average one - two nights.

In this aspect there was little difference between American and Canadian residents.

<u>Parties Visiting Sault Ste. Marie</u>			
	<u>All Visiting Automobile Parties</u>	<u>Canadian Residents</u>	<u>U.S. Residents</u>
Actual Interviews:	764	136	627
Estimated Number of Visiting Automobile Parties:	81922	20531	61346
	%	%	%
<u>Time Spent In Sault Ste. Marie Itself</u>			
Less than 3 hours	62	67	61
More than 3 hours - not overnight	8	2	10
One night or more	30	31	29
Average number of nights based on those who spent at least one night in Sault Ste. Marie	1.9	1.5	2.0

(See Table 21)



### Expenditure While In Greater Algoma Area

The average expenditure for all visiting automobile parties while in the Greater Algoma Area was \$42.47. It should be noted that this average is based on all visitors including those who just drove through or spent nothing at all.

Above average spenders were "Americans", "those who stayed at least one night", "repeat visitors", "parties comprised of adults only", "those on vacation" and "those with main destination in the Elliot Lake, Wawa or Chapleau Areas".

<u>Type Of Visitor</u>	<u>Actual Interviews</u>	<u>Estimated Number of Visiting Automobile Parties</u>	<u>Average Total Expenditure While In Greater Algoma Area</u>
			\$
all visiting automobile parties	812	87280	42.47
Canadian residents	167	24158	27.52
U.S. residents	643	63001	48.64 ◀
Those who did <u>not</u> stay overnight	349	44202	17.53
Those who stayed at least one night	463	43078	68.64 ◀
First time visitors	258	35578	32.28
Repeat visitors	554	51702	49.94 ◀
Parties comprised of:			
Adults only	650	67858	44.27 ◀
Adults and youths	162	19422	37.41
Weekday visitors	107	8325	24.26
Weekend visitors	102	8026	23.25
Those on vacation	603	70929	47.11 ◀
Those having their main destination in:			
Sault Ste. Marie	238	16277	35.93
Elliot Lake Area	43	6051	65.30 ◀
Wawa Area	80	5876	141.51 ◀
Chapleau Area	51	2396	159.98 ◀

(See Tables 22 & 23)



Expenditure While In Greater Algoma Area  
(continued)

Accommodation, food and beverage and gas and oil were the main items of visitor expenditure, accounting together for better than three-quarters of all monies spent while in the area.

In this aspect there was little difference between Canadian and American visitors: Americans, though, spent a fair amount on fishing licenses (other expenditures) which, apparently, does not apply to Canadian residents, (See Next Page).

DETAILED EXPENDITURE  
BY ALL VISITING AUTOMOBILE PARTIES

Item For Expenditure	Average Amount Spent By Those Who Spent At Least One Dollar On Particular Item	Estimated Number Of Those Who Spent At Least One Dollar On Particular Item	Estimated Total Amount Spent On Particular Item	Percentage Distribution Of Total Expenditures	
Accommodation, Not Including Food	\$ 26.40	31,173	\$ 823,050	22%	} 76%
Food And Beverage	\$ 15.83	66,783	\$1,056,960	29%	
Automobile (Gas & Oil)	\$ 13.07	68,727	\$ 898,111	25%	
Automobile (Repairs & Maintenance)	\$ 20.05	2,438	\$ 48,876	1%	
Entertainment	\$ 16.59	4,262	\$ 70,696	2%	
Gifts, Shopping, Incidentals	\$ 15.65	24,874	\$ 389,268	11%	
Other Expenditures	\$107.38	3,495	\$ 375,304	10%	
			\$3,662,265	100%	

(See Table 24)



DETAILED EXPENDITURE  
BY CANADIAN RESIDENTS

Item For Expenditure	Average Amount Spent By Those Who Spent At Least One Dollar On Particular Item	Estimated Number Of Those Who Spent At Least One Dollar On Particular Item	Estimated Total Amount Spent On Particular Item	Percentage Distribution Of Total Expenditures
Accommodation, Not Including Food	\$ 13.65	12,173	\$ 166,207	25%
Food And Beverage	\$ 8.85	19,027	\$ 168,381	25%
Automobile (Gas & Oil)	\$ 11.18	21,678	\$ 242,304	36%
Automobile (Repairs & Maintenance)	\$ 10.53	1,216	\$ 12,803	2%
Entertainment	\$ 14.01	1,759	\$ 24,641	4%
Gifts, Shopping, Incidentals	\$ 6.52	7,705	\$ 50,248	8%
Other Expenditures	\$ -	-	\$ -	-
			\$ 664,584	100%

DETAILED EXPENDITURE  
BY U.S. RESIDENTS

Item For Expenditure	Average Amount Spent By Those Who Spent At Least One Dollar On Particular Item	Estimated Number Of Those Who Spent At Least One Dollar On Particular Item	Estimated Total Amount Spent On Particular Item	Percentage Distribution Of Total Expenditures
Accommodation, Not Including Food	\$ 34.59	18,999	\$ 657,100	22%
Food And Beverage	\$ 18.65	47,635	\$ 888,314	30%
Automobile (Gas & Oil)	\$ 13.94	46,973	\$ 654,580	22%
Automobile (Repairs & Maintenance)	\$ 29.41	1,221	\$ 35,910	1%
Entertainment	\$ 18.63	2,502	\$ 46,620	1%
Gifts, Shopping, Incidentals	\$ 19.80	17,122	\$ 338,945	11%
Other Expenditures	\$ 107.38	1,494	\$ 375,304	13%
			\$ 2,996,773	100%





Expenditure While In Greater Algoma Area  
(continued)

As to be expected, those visitors who did not stay overnight in the Algoma Area spent the bulk of the money spent in the Algoma Area, on gas and food and beverage. Overnight visitors spent similar amounts on accommodation and on food and beverages.

DETAILED EXPENDITURE BY

Visitors Who Did Not Stay Overnight In Algoma Area

<u>Item For Expenditure</u>	Average Amount Spent By Those Who Spent At Least One Dollar On Particular Item	Estimated Number Of Those Who Spent At Least One Dollar On Particular Item	Estimated Total Amount Spent On Particular Item	Percentage Distribution Of Total Expenditures
	Particular Item	Item	Particular Item	Expenditures
Accommodation, Not Including Food	\$10.41	4,924	\$ 51,274	7%
Food And Beverage	\$ 9.87	27,810	\$274,494	35% ◀
Automobile (Gas & Oil)	\$ 9.87	33,401	\$329,747	43% ◀
Automobile (Repairs & Maintenance)	\$18.00	393	\$ 7,092	1%
Entertainment	\$ 5.32	1,412	\$ 7,514	1%
Gifts, Shopping, Incidentals	\$ 7.71	12,493	\$ 96,360	12%
Other Expenditures	\$41.99	200	\$ 8,398	1%
			\$774,859	100%

Visitors Who Stayed At Least One Night In Algoma Area

<u>Item For Expenditure</u>	Average Amount Spent By Those Who Spent At Least One Dollar On Particular Item	Estimated Number Of Those Who Spent At Least One Dollar On Particular Item	Estimated Total Amount Spent On Particular Item	Percentage Distribution Of Total Expenditures
	Particular Item	Item	Particular Item	Expenditures
Accommodation, Not Including Food	\$ 29.51	26,249	\$ 774,542	27% ◀
Food And Beverage	\$ 20.13	38,973	\$ 784,450	27% ◀
Automobile (Gas & Oil)	\$ 16.08	35,326	\$ 568,199	20%
Automobile (Repairs & Maintenance)	\$ 20.42	2,046	\$ 41,706	1%
Entertainment	\$ 22.17	2,850	\$ 63,755	2%
Gifts, Shopping, Incidentals	\$ 23.63	12,380	\$ 292,499	10%
Other Expenditures	\$111.42	3,294	\$ 367,025	13%
			\$2,892,256	100%



Expenditure While In Greater Algoma Area  
(continued)

Generally, the weekday visitor spent more money on shopping than those coming for a weekend trip or those on vacation.

Weekend visitors spent a relatively large portion of their total expenditure in the area on gas and oil (40%).

Weekday Visitors				
Item For Expenditure	Average Amount Spent By Those Who Spent At Least One Dollar On Particular Item	Estimated Number Of Those Who Spent At Least One Dollar On Particular Item	Estimated Total Amount Spent On Particular Item	Percentage Distribution Of Total Expenditures
Accommodation, Not Including Food	\$23.02	1,497	\$ 34,465	17%
Food And Beverage	\$10.04	5,413	\$ 54,362	27%
Automobile (Gas & Oil)	\$11.45	4,675	\$ 53,530	27%
Automobile (Repairs & Maintenance)	\$ 5.55	45	\$ 250	•
Entertainment	\$14.33	552	\$ 7,909	4%
Gifts, Shopping, Incidentals	\$28.68	1,695	\$ 48,618	24%
Other Expenditures	\$17.79	131	\$ 2,331	1%
			\$201,465	100%

Weekend Visitors				
Item For Expenditure	Average Amount Spent By Those Who Spent At Least One Dollar On Particular Item	Estimated Number Of Those Who Spent At Least One Dollar On Particular Item	Estimated Total Amount Spent On Particular Item	Percentage Distribution Of Total Expenditures
Accommodation, Not Including Food	\$27.92	1,334	\$ 37,240	20%
Food And Beverage	\$ 9.62	5,551	\$ 53,373	29%
Automobile (Gas & Oil)	\$13.35	5,554	\$ 74,160	40%
Automobile (Repairs & Maintenance)	\$ 6.12	354	\$ 2,167	1%
Entertainment	\$21.53	123	\$ 2,649	1%
Gifts, Shopping, Incidentals	\$ 6.69	2,052	\$ 13,724	7%
Other Expenditures	\$14.30	202	\$ 2,889	2%
			\$186,202	100%

Vacationers				
Item For Expenditure	Average Amount Spent By Those Who Spent At Least One Dollar On Particular Item	Estimated Number Of Those Who Spent At Least One Dollar On Particular Item	Estimated Total Amount Spent On Particular Item	Percentage Distribution Of Total Expenditures
Accommodation, Not Including Food	\$ 26.53	28,341	\$ 751,847	23%
Food And Beverage	\$ 17.01	55,819	\$ 949,739	29%
Automobile (Gas & Oil)	\$ 13.17	58,498	\$ 770,289	24%
Automobile (Repairs & Maintenance)	\$ 22.61	2,039	\$ 46,103	1%
Entertainment	\$ 16.81	3,588	\$ 60,290	2%
Gifts, Shopping, Incidentals	\$ 15.48	21,127	\$ 326,983	10%
Other Expenditures	\$117.13	3,161	\$ 370,249	11%
			\$ 2,777,500	100%



Previous Visits To Greater Algoma Area

59% of all visitors had visited the Algoma Area before (Canadians 70%), and those who had, had usually been in the area several times. 49% of all Canadians, for instance, and 32% of the Americans stated four or more previous trips.

	<u>All Visiting Automobile Parties</u>	<u>Canadian Residents</u>	<u>U.S. Residents</u>
Actual Interviews:	812	167	643
Estimated Number of Visiting Automobile Parties:	87280	24158	63001
<u>First/Repeat Trip</u>	<u>%</u>	<u>%</u>	<u>%</u>
First trip	41	30	45
Repeat trip	59	70	55
One prior	6	8	5
Two prior	6	4	7
Three prior	10	8	10
Four or more prior trips	37	49	32
Can't say	-	1	1

(See Table 25)





# Source of Information For Greater Algoma Area

Canadians learned about the area most often "en route" or through common knowledge. Americans heard about the area more often from friends.

Advertising or travel articles, travelogues, as source of hearing about the area were mentioned only by a small minority.

	<u>All Visiting Automobile Parties</u>	<u>Canadian Residents</u>	<u>U.S. Residents</u>
Actual Interviews:	812	167	643
Estimated Number of Visiting Automobile Parties:	87280	24158	63001
<u>Source</u>	<u>%</u>	<u>%</u>	<u>%</u>
Recommended by friends	38	15	47
En route	45	77	32
Advertising	4	4	4
Magazine article/TV documentary	3	-	4
Other	13	9	14
Don't recall	1	-	1

(See Table 26)



Likelihood Of Visiting The Area Again

95% of all visitors would consider visiting the Algoma Area again.  
Americans were even more enthusiastic than Canadians.

	<u>All Visiting Automobile Parties</u>	<u>Canadian Residents</u>	<u>U.S. Residents</u>
Actual Interviews:	812	167	643
Estimated Number of Visiting Automobile Parties:	87280	24158	63001
<u>Will Visit Again</u>	%	%	%
Yes	95	88	98
No	3	7	1
Can't say	2	5	1

(See Table 28)



### Size And Composition Of Party

During the spring, the average party is comprised of 2 to 3 people and 78% of all parties are comprised of adults only.

Canadian parties seem to be somewhat smaller than American. The average number of persons per party is highest among "weekend visitors" mainly because of a higher proportion who travel with children.

	All Visiting Automobile Parties	Canadian Residents	U.S. Residents	Type Of Trip		
				Week Day	Week- end	Vacation
Actual Interviews:	812	167	643	107	102	603
Estimated Number of Visiting Automobile Parties:	87280	24158	63001	8325	8026	70929
<u>Average party size</u>	2.8*	2.4	2.9	2.2	3.4 ◀	2.7
<u>Party Comprised Of:</u>						
Adults only	78%	77%	78%	82%	73%	78%
Adults & teens	8	11	7	5	4	9
Adults & children	10	10	10	9	23 ◀	8
Adults, teens, children	4	2	5	4	-	5

(See Table 29)

\* Summer 1970  
See Footnote  
Page 10  
Average  
Party Size:  
3.1



Size And Composition Of Party  
(continued)

Parties destined for the Wawa and Chapleau Areas were more often comprised of adults and teens than those parties who had as a main destination the Sault Ste. Marie or Elliot Lake Areas. The latter two types of visitors travelled more often with children.

	<u>Destination Within Greater Algoma</u>			
	<u>Sault Ste. Marie Area</u>	<u>Elliot Lake Area</u>	<u>Wawa Area</u>	<u>Chapleau Area</u>
Actual Interviews:	238	43	80	51
Estimated Number of Visiting Automobile Parties:	16277	6051	5876	2396
<u>Average party size</u>	2.8	3.0	3.0	2.6
<u>Party Comprised Of:</u>				
Adults only	78%	75%	77%	76%
Adults & teens	5	1	11 ◀	18 ◀
Adults & children	14 ◀	24 ◀	9	3
Adults, teens, children	3	-	2	3





### Occupation of Party Head

Heavily represented among Spring visitors to the Algoma Area were the "skilled labourers"; this group accounts for 41 % of all visitors.

Also well represented were professionals, executives and retired persons from both sides of the border.

	All Visiting Automobile Parties	Canadian Residents	U.S. Residents
Actual Interviews:	812	167	643
Estimated Number of Visiting Automobile Parties:	87280	24158	63001
<u>Occupation</u>	%	%	%
Professional	16	15	17
Executive, owner, manager	11	13	10
Sales	4	4	4
Clerical	7	3	8
Skilled labourer	41 ◀	46 ◀	39 ◀
Unskilled labourer	*	*	1
Farmer	1	1	1
Housewife	1	1	1
Pensioned, retired	12 ◀	7	13 ◀
Unemployed	1	5	-
Students	6	5	6

(See Table 30)



### Annual Family Income

The average annual family income was above the \$12,000 mark, 64% of all visitors earned \$10,000 or more.

	<u>All Visiting Automobile Parties</u>	<u>Canadian Residents</u>	<u>U.S. Residents</u>
Actual Interviews:	602	131	466
Estimated Number of Visiting Automobile Parties:	84735	18923	45691
<u>Annual Family Income</u>	%	%	%
Under \$5,000	9	7	9
\$ 5,000 - \$ 6,999	4	3	4
\$ 7,000 - \$ 9,999	23	13	28
\$10,000 - \$14,999	41	61	32
\$15,000 - \$19,000	13	8	16
\$20,000 and over	10	8	11
	64	77	59
Average	\$12,140	\$12,220	\$12,080

(See Table 31)



Average Family Income  
(continued)

Business travellers had generally higher incomes than other visitors. Those who stated "visiting friends/relatives" as main purpose of the trip, earned generally least.

	<u>Main Purpose Of The Trip</u>		
	<u>Holiday/ Pleasure</u>	<u>Visiting Friends</u>	<u>Business</u>
Actual Interviews:	514	25	62
Estimated Number of Visiting Automobile Parties:	52265	3895	8575
<u>Annual Family Income</u>	%	%	%
Under \$5,000	10	2	5
\$ 5,000 - \$ 6,999	4	1	2
\$ 7,000 - \$ 9,999	22	79	4
\$10,000 - \$14,999	37	13	78
\$15,000 - \$19,999	15	3	7
\$20,000 and over	12	2	4
Average	\$12,290	\$9,390	\$12,420



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## QUEBEC-POINT OF ENTRY INTO GREATER ALGOMA

	ORIGIN OF VISITORS										
	TOTAL	CANADA	ONTARIO	QUEBEC	MANITOBA	OTHER CANADA	TOTAL U.S.A.	MICHIGAN	NEW YORK	OHIO	OTHER U.S.A.
INTERVIEWS (ACTUAL)	812	167	104	14	16	33	643	360	16	84	183
TOTAL VEHICLES	87280 100.0	24158 100.0	11732 100.0	2270 100.0	1877 100.0	8280 100.0	63001 100.0	27734 100.0	3898 100.0	9598 100.0	21771 100.0
SAULT STE. MARIE (BRIDGE)	53107 60.8	1149 4.8	728 6.2	97 4.3	102 5.4	222 2.7	51913 82.4	25963 93.6	2460 63.1	8742 91.1	14747 67.7
HIGHWAY 17 NORTH (WHITE RIVER)	13212 15.1	9955 41.2	2695 23.0	* .	1486 79.2	5774 69.7	3182 5.1	756 2.7	45 1.2	431 4.5	1950 9.0
HIGHWAY 17 EAST (MASSEY)	20416 23.4	12530 51.9	7809 66.6	2149 94.7	289 15.4	2284 27.6	7886 12.5	995 3.6	1392 35.7	426 4.4	5073 23.3
HIGHWAY 101 EAST (CHAPLEAU)	545 0.6	524 2.2	500 4.3	24 1.1	* .	* .	21 -	21 0.1	* .	* .	* .



INTERVIEWS (ACTUAL)	MAIN PURPOSE OF TRIP-----			
	TOTAL	HOLIDAY/ VISITING	BUSI- NESS	
	812	705	41	66
TOTAL VEHICLES	87280	71657	6429	9194
	100.0	100.0	100.0	100.0
CARLETON	505	477	*	28
	0.6	0.7	.	0.3
HASTINGS	216	216	*	*
	0.2	0.3	.	.
PETERBOROUGH	81	*	*	81
	0.1	.	.	0.9
ONTARIO	216	216	*	*
	0.2	0.3	.	.
METRO TORONTO	1565	1153	163	250
	1.8	1.6	2.5	2.7
DUFFERIN	81	81	*	*
	0.1	0.1	.	.
HALTON	81	81	*	*
	0.1	0.1	.	.
WENTWORTH	1233	1233	*	*
	1.4	1.7	.	.
WELLAND	1069	1069	*	*
	1.2	1.5	.	.
BRANT	50	50	*	*
	0.1	0.1	.	.
WATERLOO	126	45	*	81
	0.1	0.1	.	0.9
OXFORD	81	81	*	*
	0.1	0.1	.	.
ESSEX	259	259	*	*
	0.3	0.4	.	.





MAIN PURPOSE OF TRIP-----  
HOLIDAY/ VISITING BUSI-  
TOTAL PLEASURE FRIENDS NESS

MIDDLESEX	1431 1.6	1150 1.6	75 1.2	205 2.2
HURON	21 -	21 -	* .	* .
BRUCE	45 0.1	45 0.1	* .	* .
SIMCOE	185 0.2	185 0.3	* .	* .
HALIBURTON	28 -	28 -	* .	* .
RENFREW	96 0.1	75 0.1	* .	21 0.2
NIPISSING	214 0.2	28 -	* .	186 2.0
MANITOULIN	28 -	* .	* .	28 0.3
SUDBURY	1704 2.0	1602 2.2	* .	102 1.1
COCHRANE	277 0.3	91 0.1	28 0.4	158 1.7
THUNDER BAY	2110 2.4	504 0.7	1129 17.6	477 5.2
KENORA	28 -	28 -	* .	* .
QUEBEC	2270 2.6	1880 2.6	28 0.4	362 3.9
MANITOBA	1877 2.2	508 0.7	109 1.7	1260 13.7
OTHER PROVINCES	8280 9.5	3378 4.7	219 3.4	4682 50.9
NEW YORK	3898 4.5	1578 2.2	2320 36.1	* .
MICHIGAN	27734 31.8	24831 34.7	1938 30.1	966 10.5
PENNSYLVANIA	414 0.5	414 0.6	* .	* .



	MAIN PURPOSE OF TRIP-----		HOLIDAY/ VISITING		BUSI-	
	TOTAL PLEASURE FRIENDS		NESS			
OHIO	9598	9448	75	75		
	11.0	13.2	1.2	0.8		
ILLINOIS	2875	2847	*	28		
	3.3	4.0	.	0.3		
WISCONSIN	3155	3009	73	73		
	3.6	4.2	1.1	0.8		
REST OF U.S.A.	15327	14999	271	56		
	17.6	20.9	4.2	0.6		
OTHER FOREIGN	120	45	*	75		
	0.1	0.1	.	0.8		







	ORIGIN OF VISITORS-----										NEW YORK	OHIO	OTHER U.S.A.
	TOTAL	CANADA	ONTARIO	QUEBEC	MANITOBA	CANADA	OTHER U.S.A.	TOTAL	MICHIGAN				
INTERVIEWS (ACTUAL)	812	167	104	14	16	33	643	360	16	84	183		
TOTAL VEHICLES	87280	24158	11732	2270	1877	8280	63001	27734	3898	9598	21771		
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		
SAULT. STE. MARIE AREA	16277	772	600	45	81	45	15505	8552	2320	1264	3369		
	18.6	3.2	5.1	2.0	4.3	0.5	24.6	30.8	59.5	13.2	15.5		
ELLIOT LAKE AREA	6051	1129	1048	*	81	*	4922	3953	*	633	336		
	6.9	4.7	8.9	.	4.3	.	7.8	14.3	.	6.6	1.5		
WAWA AREA	5876	187	187	*	*	*	5688	3860	*	664	1165		
	6.7	0.8	1.6	.	.	.	9.0	13.9	.	6.9	5.3		
CHAPLEAU AREA	2396	385	316	24	45	*	2011	1069	*	234	707		
	2.7	1.6	2.7	1.1	2.4	.	3.2	3.9	.	2.4	3.2		
REST OF SUDBURY DISTRICT	6916	4720	94	*	81	4545	2197	1680	*	339	177		
	7.9	19.5	0.8	.	4.3	54.9	3.5	6.1	.	3.5	0.8		
REST OF ALGOMA DISTRICT	474	*	*	*	*	*	474	305	*	*	168		
	0.5	.	.	.	.	.	0.8	1.1	.	.	0.8		
NIPISSING	304	24	24	*	*	*	280	140	*	*	140		
	0.3	0.1	0.2	.	.	.	0.4	0.5	.	.	0.6		
MANITOULIN	2002	1048	1048	*	*	*	954	495	*	168	290		
	2.3	4.3	8.9	.	.	.	1.5	1.8	.	1.8	1.3		
TEMISKAMING	49	49	21	*	*	28	*	*	*	*	*		
	0.1	0.2	0.2	.	.	0.3	.	.	.	.	.		
COCHRANE	732	304	228	*	76	*	429	121	*	148	159		
	0.8	1.3	1.9	.	4.0	.	0.7	0.4	.	1.5	0.7		
THUNDER BAY	9290	1358	1277	81	*	*	7931	4225	*	1507	2199		
	10.6	5.6	10.9	3.6	.	.	12.6	15.2	.	15.7	10.1		
REST OF NORTHERN ONTARIO	1290	294	294	*	*	*	996	511	*	412	73		
	1.5	1.2	2.5	.	.	.	1.6	1.8	.	4.3	0.3		
SOUTHERN ONTARIO INCLUDING PARRY SOUND	8582	3011	1573	*	191	1247	5571	1409	*	3630	532		
	9.8	12.5	13.4	.	10.2	15.1	8.8	5.1	.	37.8	2.4		









QUE.3-MAIN DESTINATION OF VISITORS

INTERVIEWS (ACTUAL)	TOTAL	WEEK -DAY	WEEK -END	VACA- TION	FIRST TIMERS	REPEAT VISITORS
	812	107	102	603	258	554
TOTAL VEHICLES	87280 100.0	8325 100.0	8026 100.0	70929 100.0	35578 100.0	51702 100.0
SAULT. STE. MARIE AREA	16277 18.6	3464 41.6	4818 60.0	7994 11.3	3642 10.2	12634 24.4
ELLIOT LAKE AREA	6051 6.9	140 1.7	1420 17.7	4491 6.3	1727 4.9	4324 8.4
WAWA AREA	5876 6.7	548 6.6	467 5.8	4861 6.9	1045 2.9	4830 9.3
CHAPLEAU AREA	2396 2.7	144 1.7	* .	2251 3.2	586 1.6	1810 3.5
REST OF SUDBURY DISTRICT	6916 7.9	109 1.3	185 2.3	6622 9.3	181 0.5	6735 13.0
REST OF ALGOMA DISTRICT	474 0.5	* .	45 0.6	428 0.6	140 0.4	334 0.6
NIPISSING	304 0.3	24 0.3	* .	280 0.4	24 0.1	280 0.5
MANITOULIN	2002 2.3	75 0.9	28 0.3	1899 2.7	1619 4.5	383 0.7
TEMISKAMING	49 0.1	* .	* .	49 0.1	21 0.1	28 0.1
COCHRANE	732 0.8	84 1.0	28 0.3	620 0.9	189 0.5	543 1.0
THUNDER BAY	9290 10.6	384 4.6	547 6.8	8359 11.8	2963 8.3	6327 12.2
REST OF NORTHERN ONTARIO	1290 1.5	* .	191 2.4	1099 1.5	362 1.0	928 1.8
SOUTHERN ONTARIO INCLUDING PARRY SOUND	8582 9.8	1104 13.3	28 0.3	7450 10.5	4999 14.1	3582 6.9



	TOTAL	WEEK -DAY	WEEK -END	VACA- TION	FIRST TIMERS	REPEAT VISITORS
OTHER CANADIAN PROVINCES	14650 16.8	2054 24.7	28 0.3	12567 17.7	7618 21.4	7032 13.6
MICHIGAN	1499 1.7	45 0.5	28 0.3	1426 2.0	761 2.1	738 1.4
NEW YORK	148 0.2	75 0.9	* .	73 0.1	148 0.4	* .
REST OF U.S.A.	10746 12.3	73 0.9	213 2.7	10460 14.7	9553 26.9	1193 2.3
OTHER	* .	* .	* .	* .	* .	* .



	ORIGIN OF VISITORS										
	TOTAL	CANADA	ONTARIO	QUEBEC	MANITOBA	OTHER CANADA	TOTAL U.S.A.	MICHIGAN	NEW YORK	OHIO	OTHER U.S.A.
INTERVIEWS (ACTUAL)	812	167	104	14	16	33	643	360	16	84	183
TOTAL VEHICLES	87280 100.0	24158 100.0	11732 100.0	2270 100.0	1877 100.0	8280 100.0	63001 100.0	27734 100.0	3898 100.0	9598 100.0	21771 100.0
HOLIDAY/PLEASURE/ VACATION	71657 82.1	14486 60.0	8720 74.3	1880 82.8	508 27.1	3378 40.8	57126 90.7	24831 89.5	1578 40.5	9448 98.4	21269 97.7
VISITING FRIENDS/ RELATIVES	6429 7.4	1751 7.2	1395 11.9	28 1.2	109 5.8	219 2.6	4677 7.4	1938 7.0	2320 59.5	75 0.8	344 1.6
BUSINESS	9194 10.5	7920 32.8	1617 13.8	362 15.9	1260 67.1	4682 56.6	1199 1.9	966 3.5	* .	75 0.8	157 0.7





QUE.4A-MAIN PURPOSE OF THE TRIP  
BY DESTINATION IN GREATER ALGOMA AREA

	SALUTARY SERVICES AREA	ELLICOTT LAKE AREA	WAAA AREA	CHAP- LEARN AREA
INTERVIEWS FACTUAL	238	43	80	51
TOTAL INTERVIEWS	16277 100.0	6051 100.0	5876 100.0	2396 100.0
HOLIDAY/PLEASURE/ VACATION	11554 71.0	5970 98.7	5766 98.1	2169 90.5
VISITING FRIENDS/ RELATIVES	3605 22.1	* .	28 0.5	* .
BUSINESS	1118 6.9	81 1.3	81 1.4	227 9.5



QUE.6-OVERALL DURATION OF TRIP

	ORIGIN OF VISITORS										OTHER U.S.A.
	TOTAL	CANADA	ONTARIO	QUEBEC	MANITOBA	CANADA	TOTAL U.S.A.	MICHIGAN	NEW YORK	OHIO	
INTERVIEWS (ACTUAL)	812	167	104	14	16	33	643	360	16	84	183
TOTAL REMITTANCE	87280 100.0	24158 100.0	11732 100.0	2270 100.0	1877 100.0	8280 100.0	63001 100.0	27734 100.0	3898 100.0	9598 100.0	21771 100.0
LESS THAN 3 HOURS	1783 2.0	*	*	*	*	*	1783 2.8	1665 6.0	*	28 0.3	90 0.4
1 DAY-NOT OVERNIGHT	7555 8.7	2765 11.5	2740 23.4	*	45 2.4	*	4725 7.5	3557 12.8	*	417 4.3	751 3.5
2 DAYS-1 NIGHT	14344 16.4	1713 7.1	1272 10.8	389 17.2	24 1.3	28 0.3	12631 20.0	5677 20.5	2616 67.1	3175 33.1	1163 5.3
3 DAYS-2 NIGHTS	7504 8.6	949 3.9	380 3.2	185 8.2	81 4.3	302 3.7	6555 10.4	3113 11.2	140 3.6	494 5.1	2808 12.9
4 DAYS-3 NIGHTS	4217 4.8	267 1.1	165 1.4	*	*	101 1.2	3950 6.3	2660 9.6	*	351 3.7	940 4.3
5 DAYS-4 NIGHTS	4563 5.2	596 2.5	487 4.1	*	109 5.8	*	3967 6.3	2617 9.4	81 2.1	484 5.0	785 3.6
6 DAYS-5 NIGHTS	3615 4.1	1752 7.3	380 3.2	*	1069 57.0	303 3.7	1863 3.0	828 3.0	*	364 3.8	671 3.1
7 DAYS-6 NIGHTS	18209 20.9	8306 34.4	2476 21.1	1093 48.2	28 1.5	4708 56.9	9903 15.7	5468 19.7	140 3.6	1089 11.3	3206 14.7
8 DAYS-7 NIGHTS	1470 1.7	361 1.5	255 2.2	*	105 5.6	*	1109 1.8	487 1.8	*	96 1.0	526 2.4
9 DAYS-8 NIGHTS	497 0.6	66 0.3	66 0.6	*	*	*	431 0.7	283 1.0	*	75 0.8	73 0.3
10 DAYS-9 NIGHTS	1337 1.5	464 1.9	244 2.1	*	21 1.1	199 2.4	873 1.4	165 0.6	*	342 3.6	366 1.7
11 DAYS-10 NIGHTS	124 0.1	124 0.5	*	*	*	124 1.5	*	*	*	*	*
12 DAYS-11 NIGHTS	418 0.5	264 1.1	124 1.1	*	*	140 1.7	154 0.2	126 0.5	*	*	28 0.1



ORIGIN OF VISITORS										
TOTAL	TOTAL		OTHER		TOTAL		NEW		OTHER	
	CANADA	ONTARIO	QUEBEC	MANITOBA	CANADA	U.S.A.	MICHIGAN	YORK	OHIO	U.S.A.
13 DAYS-12 NIGHTS	339 4.4	28 0.1	28 0.2	* .	* .	311 0.5	* .	81 2.1	140 1.5	90 0.4
14 DAYS-13 NIGHTS	3262 3.7	311 1.3	163 1.4	* .	24 1.3	2951 4.7	541 1.9	* .	681 7.1	1730 7.9
15 DAYS UP TO 3 WEEKS	4982 5.7	735 3.0	545 4.6	24 1.1	45 2.4	4247 6.7	165 0.5	45 1.2	1375 14.3	2662 12.2
21 DAYS-1 MONTH	5166 5.9	2683 11.1	1816 15.5	31 3.6	162 8.6	2483 3.9	45 0.2	140 3.6	120 1.3	2178 10.0
MORE THAN 1 MONTH	6721 7.7	2237 9.3	428 3.6	140 6.2	163 8.7	4409 7.0	337 1.2	496 12.7	103 1.1	3472 15.9
UNDECIDED	1173 1.3	519 2.1	163 1.4	356 15.7	* .	654 1.0	* .	157 4.0	266 2.8	232 1.1
AVERAGE NIGHTS	9.09	11.06	8.94	8.40	10.40	8.30	3.68	8.46	6.58	14.98



## QUE-6-OVERALL DURATION OF TRIP

INTERVIEWS (ACTUAL)	TOTAL	WEEK -DAY	WEEK -END	VACA- TION TIMERS		REPEAT VISITORS
				603	258	554
TOTAL VEHICLES	87280 100.0	8325 100.0	8026 100.0	70929 100.0	35578 100.0	51702 100.0
LESS THAN 3 HOURS	1783 2.0	926 11.1	707 8.8	150 0.2	547 1.5	1236 2.4
1 DAY-NOT OVERNIGHT	7555 8.7	3035 36.5	1571 19.6	2949 4.2	1214 3.4	6341 12.3
2 DAYS-1 NIGHT	14344 16.4	1137 13.7	4165 51.9	9042 12.7	5403 15.2	8942 17.3
3 DAYS-2 NIGHTS	7504 8.6	794 9.5	1024 12.8	5687 8.0	3389 9.5	4115 8.0
4 DAYS-3 NIGHTS	4217 4.8	84 1.0	397 4.9	3736 5.3	1534 4.3	2682 5.2
5 DAYS-4 NIGHTS	4563 5.2	158 1.9	* .	4405 6.2	1429 4.0	3134 6.1
6 DAYS-5 NIGHTS	3615 4.1	1221 14.7	81 1.0	2312 3.3	619 1.7	2996 5.8
7 DAYS-6 NIGHTS	18209 20.9	184 2.2	* .	18025 25.4	5321 15.0	12888 24.9
8 DAYS-7 NIGHTS	1470 1.7	124 1.5	* .	1346 1.9	323 0.9	1147 2.2
9 DAYS-8 NIGHTS	497 0.6	* .	* .	497 0.7	325 0.9	172 0.3
10 DAYS-9 NIGHTS	1337 1.5	* .	* .	1337 1.9	395 1.1	942 1.8
11 DAYS-10 NIGHTS	124 0.1	* .	* .	124 0.2	124 0.3	* .
12 DAYS-11 NIGHTS	418 0.5	28 0.3	* .	390 0.6	264 0.7	154 0.3





	TOTAL	WEEK -DAY	WEEK -END	VACA- TION	FIRST TIMERS	REPEAT VISITORS
13 DAYS-12 NIGHTS	339 0.4	28 0.3	* .	311 0.4	109 0.3	230 0.4
14 DAYS-13 NIGHTS	3262 3.7	* .	* .	3262 4.6	1871 5.3	1391 2.7
15 DAYS UP TO 3 WEEKS	4982 5.7	81 1.0	* .	4900 6.9	4047 11.4	935 1.8
21 DAYS-1 MONTH	5166 5.9	28 0.3	* .	5138 7.2	2550 7.2	2616 5.1
MORE THAN 1 MONTH	6721 7.7	356 4.3	* .	6365 9.0	5363 15.1	1358 2.6
UNDECIDED	1173 1.3	140 1.7	81 1.0	951 1.3	750 2.1	422 0.8
AVERAGE NIGHTS	9.09	3.72	0.98	10.64	13.48	6.10



QUE.7-TIME SPENT IN GREATER ALGOMA AREA

	ORIGIN OF VISITORS											OTHER U.S.A.
	TOTAL	CANADA	ONTARIO	QUEBEC	MANITOBA	CANADA	OTHER U.S.A.	TOTAL	MICHIGAN	NEW YORK	OHIO	
INTERVIEWS (ACTUAL)	812	167	104	14	16	33	643	360	16	84	183	
TOTAL VEHICLES	87280	24158	11732	2270	1877	8280	63001	27734	3898	9598	21771	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
LESS THAN 3 HOURS	9402	1791	1315	*	28	448	7611	3695	215	952	2749	
	10.8	7.4	11.2	.	1.5	5.4	12.1	13.3	5.5	9.9	12.6	
1 DAY - NOT OVERNIGHT	34800	12919	4487	1343	1532	5557	21761	9556	261	4841	7104	
	39.9	53.5	38.2	59.2	81.7	67.1	34.5	34.5	6.7	50.4	32.6	
2 DAYS-1 NIGHT	26736	7948	4833	858	109	2148	18787	5095	3422	1508	8762	
	30.6	32.9	41.2	37.8	5.8	25.9	29.8	18.4	87.8	15.7	40.2	
3 DAYS-2 NIGHTS	4444	667	541	45	81	*	3776	2653	*	484	640	
	5.1	2.8	4.6	2.0	4.3	.	6.0	9.6	.	5.0	2.9	
4 DAYS-3 NIGHTS	3309	244	244	*	*	*	3065	2078	*	314	673	
	3.8	1.0	2.1	.	.	.	4.9	7.5	.	3.3	3.1	
5 DAYS-4 NIGHTS	2095	110	86	24	*	*	1985	1419	*	305	260	
	2.4	0.5	0.7	1.1	.	.	3.2	5.1	.	3.2	1.2	
6 DAYS-5 NIGHTS	1391	124	124	*	*	*	1267	699	*	267	301	
	1.6	0.5	1.1	.	.	.	2.0	2.5	.	2.8	1.4	
7 DAYS-6 NIGHTS	3114	81	*	*	81	*	3033	1763	*	451	819	
	3.6	0.3	.	.	4.3	.	4.8	6.4	.	4.7	3.8	
8 DAYS-7 NIGHTS	400	45	*	*	*	45	355	215	*	*	140	
	0.5	0.2	.	.	.	0.5	0.6	0.8	.	.	0.6	
9 DAYS-8 NIGHTS	135	*	*	*	*	*	135	90	*	*	45	
	0.2	.	.	.	.	.	0.2	0.3	.	.	0.2	
10 DAYS-9 NIGHTS	210	45	*	*	45	*	165	120	*	45	*	
	0.2	0.2	.	.	2.4	.	0.3	0.4	.	0.5	.	
11 DAYS-10 NIGHTS	73	*	*	*	*	*	73	45	*	*	20	
	0.1	.	.	.	.	.	0.1	0.2	.	.	0.1	
12 DAYS-11 NIGHTS	45	*	*	*	*	*	45	45	*	*	*	
	0.1	.	.	.	.	.	0.1	0.1	.	.	.	







QUE.7-TIME SPENT IN GREATER ALGOMA AREA

	TYPE OF TRIP-----				DESTINATION IN GREATER ALGOMA					
	WEEK -DAY	WEEK -END	VACA -TION	FIRST TIMERS	REPEAT VISITORS	SAULT ELLICOT LAKE	WAWA CHAPLEAU			
INTERVIEWS (ACTUAL)	812	107	102	603	258	554	238	43	80	51
TOTAL VEHICLES	87280	8325	8026	70929	35578	51702	16277	6051	5876	2396
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LESS THAN 3 HOURS	9402	1547	1946	5909	3789	5613	3941	1188	361	56
	10.8	18.6	24.2	8.3	10.6	10.9	24.2	19.6	6.1	2.3
1 DAY - NOT OVERNIGHT	34800	4686	1120	28994	15349	19451	3135	2096	384	207
	39.9	56.3	14.0	40.9	43.1	37.6	19.3	34.6	6.5	8.6
2 DAYS-1 NIGHT	26736	1443	4109	21184	13167	13569	4634	422	1252	256
	30.6	17.3	51.2	29.9	37.0	26.2	28.5	7.0	21.3	10.7
3 DAYS-2 NIGHTS	4444	477	625	3342	983	3461	1571	475	651	338
	5.1	5.7	7.8	4.7	2.8	6.7	9.6	7.8	11.1	14.1
4 DAYS-3 NIGHTS	3309	*	226	3084	711	2598	902	579	621	426
	3.8	.	2.8	4.3	2.0	5.0	5.5	9.6	10.6	17.8
5 DAYS-4 NIGHTS	2095	21	*	2074	507	1588	577	211	756	135
	2.4	0.2	.	2.9	1.4	3.1	3.5	3.5	12.9	5.6
6 DAYS-5 NIGHTS	1391	124	*	1267	103	1288	412	*	290	439
	1.6	1.5	.	1.8	0.3	2.5	2.5	.	4.9	18.3
7 DAYS-6 NIGHTS	3114	*	*	3114	616	2497	603	756	1182	122
	3.6	.	.	4.4	1.7	4.8	3.7	12.5	20.1	5.1
8 DAYS-7 NIGHTS	400	*	*	400	*	400	45	140	*	140
	0.5	.	.	0.6	.	0.8	0.3	2.3	.	5.8
9 DAYS-8 NIGHTS	135	*	*	135	*	135	45	45	*	*
	0.2	.	.	0.2	.	0.3	0.3	0.7	.	.
10 DAYS-9 NIGHTS	210	*	*	210	120	90	*	*	90	120
	0.2	.	.	0.3	0.3	0.2	.	.	1.5	5.0
11 DAYS-10 NIGHTS	73	*	*	73	*	73	*	*	73	*
	0.1	.	.	0.1	.	0.1	.	.	1.2	.
12 DAYS-11 NIGHTS	45	*	*	45	*	45	*	*	*	*
	0.1	.	.	0.1	.	0.1	.	.	.	.





		TYPE OF TRIP-----		VACA		FIRST		REPEAT		DESTINATION IN GREATER ALGOMA			
		WEEK	-DAY	WEEK	-END	-TION	TIMERS	VISITORS	SAULT	STE.	MARIE	LAKE	WAWA CHAPLEAU
TOTAL		75	0.1	75	0.1	75	0.1	75	0.1	75	0.1	75	0.1
13 DAYS-12 NIGHTS		75	0.1	75	0.1	75	0.1	75	0.1	75	0.1	75	0.1
2 WEEKS-3 WEEKS		985	1.1	957	1.3	957	1.3	753	1.5	366	2.2	140	2.3
3 WEEKS-4 WEEKS		985	1.1	957	1.3	957	1.3	753	1.5	366	2.2	140	2.3
1 MONTH-2 MONTHS		66	0.1	66	0.1	66	0.1	66	0.1	45	0.3	21	0.9
AVERAGE NIGHTS		1.23	0.43	0.75	1.38	0.80	1.52	1.68	2.02	3.61	4.59	4.59	4.59







## QUE.8-TYPE OF TRIP

	FIRST		REPEAT		DESTINATION IN GREATER ALGOMA			
	TOTAL	TIMERS	VISITORS		SAULT	ELLIOT	WAWA	CHAPLEAU
INTERVIEWS (ACTUAL)	812	258	554		238	43	80	51
TOTAL VEHICLES	87280	35578	51702		16277	6051	5876	2396
	100.0	100.0	100.0		100.0	100.0	100.0	100.0
WEEKDAY	8325	1523	6802		3464	140	548	144
	9.5	4.3	13.2		21.3	2.3	9.3	6.0
WEEKEND	8026	1137	6889		4818	1420	467	#
	9.2	3.2	13.3		29.6	23.5	7.9	.
VACATION	70929	32918	38011		7994	4491	4861	2251
	81.3	92.5	73.5		49.1	74.2	82.7	94.0



## QUEBEC-ACCOMMODATION USED DURING STAY IN GREATER ALGOMA AREA

## BASED ON VISITORS WHO STAYED OVERNIGHT OR LONGER-GREATER ALGOMA

	ORIGIN OF VISITORS											
	TOTAL	CANADA	ONTARIO	QUEBEC	MANITOBA	CANADA	OTHER	TOTAL	MICHIGAN	NEW YORK	OHIO	OTHER U.S.A.
INTERVIEWS (ACTUAL)	463	88	58	9	6	15	375	213	11	50	101	
TOTAL VEHICLES	43078 100.0	9448 100.0	5930 100.0	927 100.0	316 100.0	2275 100.0	33630 100.0	14484 100.0	3422 100.0	3806 100.0	11919 100.0	
HOME OF FRIENDS/ RELATIVES	4918 11.4	1302 13.8	906 15.3	164 17.7	105 33.3	126 5.6	3616 10.8	1079 7.5	2320 67.8	45 1.2	172 1.4	
PRIVATE COTTAGE/CHALET	2212 5.1	21 0.2	21 0.3	*	*	*	2192 6.5	1210 8.4	*	691 18.2	290 2.4	
HOTEL/INN/RESORT	459 1.1	21 0.2	21 0.3	*	*	*	438 1.3	276 1.9	*	90 2.4	73 0.6	
MOTEL	16963 39.4	5548 58.7	4309 72.7	466 50.3	163 51.4	610 26.8	11415 33.9	3043 21.0	222 6.5	1020 26.8	7131 59.8	
COMMERCIAL COTTAGE/CABIN	4156 9.6	21 0.2	*	*	21 6.5	*	4136 12.3	2087 14.4	*	785 20.6	1265 10.6	
CAMPGROUND/TRAILER PARK	11331 26.3	2447 25.9	564 9.5	297 32.0	28 8.9	1558 68.5	8884 26.4	4937 34.1	880 25.7	1022 26.9	2044 17.2	
OUTPOST CAMP/ ESTABLISHMENT	1088 2.5	109 1.2	81 1.4	*	*	28 1.2	979 2.9	492 3.4	*	322 8.5	165 1.4	
OTHER	2335 5.4	152 1.6	28 0.5	*	*	124 5.5	2183 6.5	1405 9.7	*	*	778 6.5	





QUE.9--ACCOMMODATION USED DURING STAY IN GREATER ALGOMA AREA

BASED ON VISITORS WHO STAYED OVERNIGHT OR LONGER--GREATER ALGOMA

	COMPOSITION-----			TYPE OF TRIP-----			FIRST TIMERS	REPEAT VISITORS
	TOTAL	ADULTS ONLY	YOUTH	WEEK -DAY	WEEK -END	VACA- TION		
INTERVIEWS (ACTUAL)	463	379	84	30	58	375	133	330
TOTAL VEHICLES	43078 100.0	34349 100.0	8729 100.0	2092 100.0	4960 100.0	36026 100.0	16440 100.0	26638 100.0
HOME OF FRIENDS/ RELATIVES	4918 11.4	3912 11.4	1006 11.5	208 9.9	2763 55.7	1947 5.4	554 3.4	4364 16.4
PRIVATE COTTAGE/CHALET	2212 5.1	1646 4.8	566 6.5	56 2.7	236 4.8	1920 5.3	140 0.9	2072 7.8
HOTEL/INN/RESORT	459 1.1	459 1.3	* .	* .	135 2.7	323 0.9	73 0.4	386 1.4
MOTEL	16963 39.4	14100 41.0	2863 32.8	1204 57.5	914 18.4	14844 41.2	8922 54.3	8041 30.2
COMMERCIAL COTTAGE/CABIN	4156 9.6	3056 8.9	1100 12.6	131 6.3	146 2.9	3879 10.8	1216 7.4	2940 11.0
CAMPGROUND/TRAILER PARK	11331 26.3	8241 24.0	3090 35.4	383 18.3	601 12.1	10347 28.7	5074 30.9	6257 23.5
OUTPOST CAMP/ ESTABLISHMENT	1088 2.5	932 2.7	157 1.8	81 3.9	45 0.9	962 2.7	135 0.8	953 3.6
OTHER	2335 5.4	2139 6.2	196 2.2	28 1.3	146 2.9	2161 6.0	510 3.1	1825 6.8



OUT-OF-RECREATIONAL ACTIVITIES UNDERTAKEN IN GREATER ALGOMA AREA

	DURATION OF STAY NOT OVER AT LEAST		TYPE OF TRIP-----	
	TOTAL	-NIGHT 1 NIGHT	WEEK -DAY	WEEK -END VACA -TION
INTERVIEWS (ACTUAL)	812	349	463	107 102 603
TOTAL VEHICLES	97289 100.0	44202 100.0	43078 100.0	8325 100.0 8026 100.0 70929 100.0
BIG GAME HUNTING	852 1.0	* .	858 2.0	135 1.7 555 0.8
SMALL GAME HUNTING	28 .	* .	28 0.1	* .
WATER FOWL HUNTING	73 0.1	* .	73 0.2	* .
STREAM FISHING	12893 14.8	2264 5.1	10628 24.7	451 5.4 759 9.5 11682 16.5
BOAT FISHING	15887 18.2	3436 7.8	12451 28.9	411 4.9 862 10.7 14614 20.6
SHORE LINE FISHING	4092 4.7	* .	4092 9.5	168 2.0 479 6.0 3445 4.9
SPEAR/NET FISHING	1519 1.7	* .	1519 3.5	168 2.0 254 3.2 1.98 1.5
PICNICKING	7497 8.6	684 1.5	6813 15.8	504 6.1 303 3.8 6690 9.4
WATERSKIING	* .	* .	* .	* .
SWIMMING OR WADING	1558 1.8	* .	1558 3.6	* .
MOTOR BOATING	4317 7.2	45 0.1	5272 14.6	280 3.4 479 6.0 5558 7.8
CANOEING	2397 2.7	* .	2397 5.5	* .
SAILING	* .	* .	* .	* .



	DURATION OF STAY		TYPE OF TRIP		VACA-TION
	TOTAL	NOT OVER AT LEAST -NIGHT 1 NIGHT	WEEK -DAY	WEEK -END	
KAYAKING/ROW BOATING	1650 1.9	* 3.8	* 3.9	316 1394	1.9
HIKING	2686 3.1	66 0.1	45 0.5	366 4.6	2275 3.2
RECREATIONAL WALKING	9139 10.5	1095 2.5	377 4.5	842 10.5	7920 11.2
RECREATIONAL DRIVING	14965 17.1	7918 17.9	601 7.2	1960 24.4	12404 17.5
GOLF	140 0.2	* 0.3	* .	* .	140 0.2
TENNIS/BADMINTON	105 0.1	* .	* .	* .	105 0.1
ICE SKATING	* .	* .	* .	* .	* .
CURLING	* .	* .	* .	* .	* .
BOWLING	21 -	* .	* .	* .	21 -
HORSEBACK RIDING	* .	* .	* .	* .	* .
BICYCLING/TRAIL BIKING	496 0.6	304 0.7	28 0.3	* .	468 0.7
MOTOR CYCLING	410 0.5	169 0.4	28 0.3	73 0.9	309 0.4
MINI BIKING	49 0.1	* .	* .	28 0.3	21 -
USING ALL TERRAIN VEHICLE	140 0.2	* .	* .	* .	140 0.2
VISITING MOVIE THEATRE	1027 1.2	476 1.1	140 1.7	56 0.7	830 1.2
VISITING ZOO/BOTANICAL GARDEN	658 0.8	215 0.5	* .	* .	658 0.9
VISITING HISTORICAL SITE DISPLAY	* .	* .	* .	* .	* .
VISITING NATURE EXHIBIT/ DISPLAY	* .	* .	* .	* .	* .



	DURATION OF STAY NOT OVER AT LEAST			TYPE OF		TRIP-----		VACA- TION
	TOTAL	-NIGHT	1 NIGHT	WEEK -DAY	WEEK -END	WEEK -END	WEEK -END	
PHOTOGRAPHING	25838 29.6	10275 23.2	15564 36.1	973 11.7	1013 12.6	23852 33.6		
SKETCHING/PAINTING	332 0.4	* .	332 0.8	* .	* .	332 0.5		
ROCK/MINERAL COLLECTING	944 1.1	75 0.2	869 2.0	75 0.9	45 0.6	824 1.2		
ATTENDING A SPECTATOR SPORTING EVENT	111 0.1	* .	111 0.3	* .	45 0.6	66 0.1		
ATTENDING LIVE THEATRE OR MUSICAL PERFORMANCE	24 -	* .	24 0.1	* .	* .	24 -		
ATTENDING FAIR/EXHIBI- TION OR SPORTSMEN SHOW	73 0.1	28 0.1	45 0.1	28 0.3	* .	45 0.1		
FLYING/GLIDING/SKYDIVING	135 0.2	* .	135 0.3	* .	45 0.6	90 0.1		
TARGET SHOOTING	* .	* .	* .	* .	* .	* .		
SKIN/SCUBA DIVING	* .	* .	* .	* .	* .	* .		
BASEBALL/BASKETBALL	* .	* .	* .	* .	* .	* .		
FOOTBALL/SOCCER	* .	* .	* .	* .	* .	* .		
NONE OF THESE AT ALL	39001 44.7	23758 53.7	15243 35.4	6309 75.8	4732 59.0	27960 39.4		





QUEBEC RECREATIONAL ACTIVITIES UNDERTAKEN IN GREATER ALGOMA AREA

DESTINATION IN GREATER ALGOMA  
SAULT ELLIOT  
STE. MARIE LAKE ANA CHAPLEAU

INTERVIEWS (ACTUAL)	TOTAL	238 43 80 51			
		16277	6051	5876	2396
TOTAL VEHICLES	87280	100.0	100.0	100.0	100.0
BIG GAME HUNTING	858	*	275	215	150
	1.0	*	4.6	3.7	6.2
SMALL GAME HUNTING	28	*	*	*	*
	-	*	*	*	*
WATER FOWL HUNTING	73	*	45	*	*
	0.1	*	0.7	*	*
STREAM FISHING	12893	2432	3078	2647	1281
	14.6	14.9	50.9	45.1	53.5
BOAT FISHING	15887	2769	4562	3188	1370
	18.2	17.0	75.4	54.3	57.2
SHORE LINE FISHING	4092	1188	434	1030	309
	4.7	7.3	7.2	17.5	12.9
SPEARFISHING	1519	579	208	299	161
	1.7	3.6	3.4	5.1	6.7
PICNICKING	7497	1729	980	1664	349
	8.6	10.6	16.2	28.3	14.6
WATERSKIING	*	*	*	*	*
	*	*	*	*	*
SWIMMING OR BOATING	1558	446	280	275	164
	1.8	2.7	4.6	4.7	6.8
WATER SKATING	5317	1456	1332	1240	1010
	7.2	8.9	22.8	21.1	42.2
CANOEING	2387	755	379	320	491
	2.7	4.6	6.3	5.5	20.5
SAILING	*	*	*	*	*
	*	*	*	*	*



## DESTINATION IN GREATER ALGOMA

	TOTAL	SAULT STE. MARIE	ELLIOT LAKE	WAWA	CHAPLEAU
KAYAKING/ROW BOATING	1650 1.9	411 2.5	526 8.7	226 3.8	135 5.6
HIKING	2686 3.1	632 3.9	* .	1044 17.8	176 7.3
RECREATIONAL WALKING	9139 10.5	2843 17.5	822 13.6	1378 23.4	290 12.1
RECREATIONAL DRIVING	14965 17.1	3259 20.0	2466 40.8	1565 26.6	382 16.0
GOLF	140 0.2	140 0.9	* .	* .	* .
TENNIS/BADMINTON	105 0.1	81 0.5	* .	* .	24 1.0
ICE SKATING	* .	* .	* .	* .	* .
CURLING	* .	* .	* .	* .	* .
BOWLING	21 -	21 0.1	* .	* .	* .
HORSEBACK RIDING	* .	* .	* .	* .	* .
BICYCLING/TRAIL BIKING	496 0.6	28 0.2	* .	* .	192 8.0
MOTOR CYCLING	410 0.5	213 1.3	* .	* .	45 1.9
MTBI BIKING	49 0.1	20 0.2	* .	* .	21 0.9
USING ALL TERRAIN VEHICLE	140 0.2	* .	* .	140 2.4	* .
VISITING MOVIE THEATRE	1027 1.2	844 5.2	* .	28 0.5	* .
VISITING ZOO/BOTANICAL GARDEN	658 0.8	215 1.3	140 2.3	* .	* .
VISITING HISTORICAL SITE DISPLAY	* .	* .	* .	* .	* .
VISITING NATURE EXHIBIT/ DISPLAY	* .	* .	* .	* .	* .



		DESTINATION IN GREATER ALGOMA			
		SAULT STE. MARIE	ELLIOT LAKE	WAWA	CHAPLEAU
TOTAL					
PHOTOGRAPHING	25838 29.6	3237 19.9	1251 20.7	2414 41.1	677 28.3
SKETCHING/PAINTING	332 0.4	45 0.3	# .	# .	# .
ROCK/MINERAL COLLECTING	944 1.1	196 1.2	45 0.7	140 2.4	# .
ATTENDING A SPECTATOR SPORTING EVENT	111 0.1	111 0.7	# .	# .	# .
ATTENDING LIVE THEATRE OR MUSICAL PERFORMANCE	24 —	# .	# .	# .	24 1.0
ATTENDING FAIR/EXHIBI- TION OR SPORTSMEN SHOW	73 0.1	73 0.4	# .	# .	# .
FLYING/GLIDING/SKYDIVING	135 0.2	# .	45 0.7	90 1.5	# .
TARGET SHOOTING	# .	# .	# .	# .	# .
SKIN/SCUBA DIVING	# .	# .	# .	# .	# .
BASEBALL/BASKETBALL	# .	# .	# .	# .	# .
FOOTBALL/SOCCER	# .	# .	# .	# .	# .
NONE OF THESE AT ALL	39001 44.7	8184 90.3	101 1.7	856 14.6	423 17.7

















QUE.13-TIME SPENT IN SAULT STE. MARIE  
BASED ON PARTIES VISITING SAULT STE. MARIE

	ORIGIN OF VISITORS										OTHER U.S.A.	OHIO	NEW YORK	MICHIGAN	OTHER U.S.A.
	TOTAL	CANADA	ONTARIO	QUEBEC	MANITOBA	CANADA	TOTAL U.S.A.	MICHIGAN	NEW YORK	OTHER U.S.A.					
INTERVIEWS (ACTUAL)	764	136	84	12	11	29	627	356	15	82	174				
TOTAL VEHICLES	81922 100.0	20531 100.0	8726 100.0	2218 100.0	1691 100.0	7896 100.0	61346 100.0	27334 100.0	3817 100.0	9413 100.0	20782 100.0				
LESS THAN 3 HOURS	50939 62.2	13798 67.2	3605 41.3	1588 71.6	1379 81.5	7227 91.5	37130 60.5	16776 61.4	638 16.7	6971 74.1	12745 61.3				
1 DAY - NOT OVERNIGHT	6747 8.2	434 2.1	197 2.3	164 7.4	45 2.7	28 0.4	6268 10.2	4210 15.4	*	279 3.0	1779 8.6				
2 DAYS-1 NIGHT	18050 22.0	5291 25.8	4275 49.0	420 19.0	81 4.8	515 6.5	12759 20.8	2709 9.9	3178 83.3	1522 16.2	5349 25.7				
3 DAYS-2 NIGHTS	2110 2.6	359 1.7	233 2.7	45 2.0	81 4.8	*	1751 2.9	1510 5.5	*	*	241 1.2				
4 DAYS-3 NIGHTS	731 0.9	75 0.4	75 0.9	*	*	*	656 1.1	320 1.2	*	75 0.8	280 1.3				
5 DAYS-4 NIGHTS	719 0.9	190 0.9	190 2.2	*	*	*	529 0.9	381 1.4	*	120 1.3	24 0.1				
6 DAYS-5 NIGHTS	304 0.4	*	*	*	*	*	304 0.5	140 0.5	*	164 1.7	*				
7 DAYS-6 NIGHTS	1445 1.8	81 0.4	*	*	81 4.8	*	1364 2.2	1019 3.7	*	161 1.7	184 0.9				
8 DAYS-7 NIGHTS	185 0.2	45 0.2	*	*	*	45 0.6	140 0.2	*	*	*	140 0.7				
9 DAYS-8 NIGHTS	*	*	*	*	*	*	*	*	*	*	*				
10 DAYS-9 NIGHTS	99 0.1	24 0.1	*	*	24 1.4	*	75 0.1	75 0.3	*	*	*				
11 DAYS-10 NIGHTS	*	*	*	*	*	*	*	*	*	*	*				
12 DAYS-11 NIGHTS	*	*	*	*	*	*	*	*	*	*	*				



TABLE 21

	ORIGIN OF VISITORS												
	TOTAL	CANADA		ONTARIO	QUEBEC	MANITOBA	CANADA	OTHER	TOTAL	MICHIGAN	NEW YORK	OHIO	OTHER U.S.A.
13 DAYS-12 NIGHTS	*	*	*	*	*	*	*	*	*	*	*	*	*
	.	.	.	.	.	.	.	.	.	.	.	.	.
2 WEEKS-3 WEEKS	288	81	*	*	*	*	81	206	75	*	*	75	56
	0.4	0.4	.	.	.	.	1.0	0.3	0.3	.	.	0.8	0.3
3 WEEKS-4 WEEKS	*	*	*	*	*	*	*	*	*	*	*	*	*
	.	.	.	.	.	.	.	.	.	.	.	.	.
1 MONTH-2 MONTHS	*	*	*	*	*	*	*	*	*	*	*	*	*
	.	.	.	.	.	.	.	.	.	.	.	.	.
DID NOT STATE	315	152	152	*	*	*	*	163	118	*	*	45	*
	0.4	0.7	1.7	.	.	.	.	0.3	0.4	.	.	0.5	.
AVERAGE NIGHTS	0.54	0.46	0.66	0.23	0.56	0.28	0.57	0.62	0.83	0.56	0.47		





QUE.14-TOTAL EXPENDITURE WHILE IN GREATER ALGOMA AREA

	ORIGIN OF VISITORS										OTHER U.S.A.	OHIO	NEW YORK	MICHIGAN	TOTAL U.S.A.	84	183
	TOTAL	CANADA	ONTARIO	QUEBEC	MANITOBA	CANADA	OTHER U.S.A.	TOTAL	U.S.A.	643	360	16	3898	9598	21771	100.0	100.0
INTERVIEWS (ACTUAL)	812	167	104	14	16	33											
TOTAL VEHICLES	87280 100.0	24158 100.0	11732 100.0	2270 100.0	1877 100.0	8280 100.0		63001 100.0		27734 100.0							
NOTHING	4317 4.9	498 2.1	306 2.6	28 1.2	24 1.3	140 1.7		3819 6.1		2087 7.5		*	*	178 1.9	1554 7.1		
\$1-\$9	16195 18.6	2875 11.9	2142 18.3	221 9.7	81 4.3	431 5.2		13320 21.1		3654 13.9		476 12.2		1641 17.1	7348 33.8		
\$10-\$24	24728 28.3	8342 34.5	4344 37.0	410 18.1	1374 73.2	2214 26.7		16266 25.8		5487 19.8		2838 72.8		4032 42.0	3908 17.9		
\$25-\$49	22447 25.7	9757 40.4	2877 24.5	1285 56.6	272 14.5	5324 64.3		12690 20.1		5933 21.4		443 11.4		1062 11.1	5252 24.1		
\$50-\$99	11090 12.7	2151 8.9	1699 14.5	281 12.4	81 4.3	90 1.1		8939 14.2		6346 22.9		140 3.6		889 9.3	1564 7.2		
\$100-\$199	4743 5.4	202 0.8	202 1.7	*	*	*		4541 7.2		2534 9.1		*		998 10.4	1010 4.6		
\$200-\$299	1933 2.2	252 1.0	81 0.7	45 2.0	45 2.4	81 1.0		1681 2.7		720 2.6		*		457 4.8	504 2.3		
\$300-\$399	521 0.6	81 0.3	81 0.7	*	*	*		440 0.7		292 1.1		*		45 0.5	103 0.5		
\$400-\$499	518 0.6	*	*	*	*	*		518 0.8		150 0.5		*		174 1.8	193 0.9		
\$500 OR MORE	760 0.9	*	*	*	*	*		760 1.2		331 1.2		*		120 1.3	308 1.4		
CAN'T SAY	28 -	*	*	*	*	*		28 -		*		*		*	28 0.1		
AVERAGE EXPENDITURE	42.74	27.52	29.21	29.45	22.79	25.65		48.64		55.41		22.79		57.79	40.59		



QUE.14-TOTAL EXPENDITURE WHILE IN GREATER ALGOMA AREA

	DURATION OF STAY		COMPOSITION---		TYPE OF TRIP-----		
	TOTAL	NOT OVER AT LEAST -NIGHT 1 NIGHT	ADULTS ONLY	ADULTS & YOUTH	WEEK -DAY	WEEK -END	VACA -TION
INTERVIEWS (ACTUAL)	812	349	463	650	107	102	603
TOTAL VEHICLES	87280 100.0	44202 100.0	43078 100.0	67858 100.0	8325 100.0	8026 100.0	70929 100.0
NOTHING	4317 4.9	3943 8.9	374 0.9	2862 4.2	876 10.5	562 7.0	2880 4.1
\$1-\$9	16195 18.6	12491 28.3	3704 8.6	10231 15.1	1195 14.4	1824 22.7	13176 18.6
\$10-\$24	24728 28.3	15261 34.5	9466 22.0	20474 30.2	4237 50.9	3890 48.5	16601 23.4
\$25-\$49	22447 25.7	9509 21.5	12938 30.0	17994 26.5	990 11.9	1071 13.3	20387 28.7
\$50-\$99	11090 12.7	2622 5.9	8467 19.7	9577 14.1	604 7.3	472 5.9	10014 14.1
\$100-\$199	4743 5.4	348 0.8	4395 10.2	3922 5.8	367 4.4	118 1.5	4258 6.0
\$200-\$299	1933 2.2	* .	1933 4.5	1155 1.7	* .	45 0.6	1888 2.7
\$300-\$399	521 0.6	* .	521 1.2	476 0.7	* .	45 0.6	476 0.7
\$400-\$499	518 0.6	* .	518 1.2	518 0.8	* .	* .	518 0.7
\$500 OR MORE	760 0.9	28 0.1	732 1.7	620 0.9	28 0.3	* .	732 1.0
CAN'T SAY	28 -	* .	28 0.1	28 -	28 0.3	* .	* .
AVERAGE EXPENDITURE	42.74	17.53	68.64	44.27	24.26	29.25	47.11



QUE.15-DETAILED EXPENDITURE

INTERVIEWS (ACTUAL)	ACCOMMODATION NOT INCLUDING FOOD		FOOD AND BEVERAGE		AUTOMOBILE (GAS AND OIL)		AUTOMOBILE (REPAIRS AND MAINTENANCE)		ENTERTAINMENT		GIFTS, SHOPPING, INCIDENTALS		OTHER EXPENDITURES	
	812	812	812	812	812	812	812	812	812	812	812	812	812	812
TOTAL VEHICLES	87280 100.0	87280 100.0	87280 100.0	87280 100.0	87280 100.0	87280 100.0	87280 100.0	87280 100.0	87280 100.0	87280 100.0	87280 100.0	87280 100.0	87280 100.0	87280 100.0
NOTHING	56107 64.3	20497 23.5	20497 23.5	18553 21.3	18553 21.3	84842 97.2	84842 97.2	83018 95.1	83018 95.1	62406 71.5	62406 71.5	83785 96.0	83785 96.0	83785 96.0
\$1-\$9	10383 11.9	34344 39.3	34344 39.3	20421 23.4	20421 23.4	563 0.6	563 0.6	1603 1.8	1603 1.8	12651 14.5	12651 14.5	131 0.2	131 0.2	131 0.2
\$10-\$24	12646 14.5	18751 21.5	18751 21.5	42415 48.6	42415 48.6	1592 1.8	1592 1.8	1652 1.9	1652 1.9	8570 9.8	8570 9.8	1140 1.3	1140 1.3	1140 1.3
\$25-\$49	3167 3.6	8065 9.2	8065 9.2	4073 4.7	4073 4.7	158 0.2	158 0.2	775 0.9	775 0.9	1711 2.0	1711 2.0	869 1.0	869 1.0	869 1.0
\$50-\$99	2579 3.0	4081 4.7	4081 4.7	1649 1.9	1649 1.9	50 0.1	50 0.1	232 0.3	232 0.3	1377 1.6	1377 1.6	145 0.2	145 0.2	145 0.2
\$100-\$199	1603 1.8	1165 1.3	1165 1.3	140 0.2	140 0.2	*	*	*	*	409 0.5	409 0.5	699 0.8	699 0.8	699 0.8
\$200-\$299	340 0.4	45 0.1	45 0.1	28 -	28 -	75 0.1	75 0.1	*	*	45 0.1	45 0.1	185 0.2	185 0.2	185 0.2
\$300-\$399	150 0.2	28 -	28 -	*	*	*	*	*	*	81 0.1	81 0.1	*	*	*
\$400-\$499	*	*	*	*	*	*	*	*	*	*	*	140 0.2	140 0.2	140 0.2
\$500 OR MORE	*	*	*	*	*	*	*	*	*	28 -	28 -	185 0.2	185 0.2	185 0.2
CAN'T SAY	304 0.3	304 0.3	304 0.3	*	*	*	*	*	*	*	*	*	*	*
AVERAGE EXPENDITURE	26.40	15.83	15.83	13.07	13.07	20.05	20.05	16.59	16.59	15.65	15.65	107.38	107.38	107.38

BASED ON THOSE  
WHO SPENT AT LEAST  
ONE DOLLAR IN  
PARTICULAR CATEGORY.



## QUE.16A/B-PREVIOUS VISITS TO GREATER ALGOMA AREA

	ORIGIN OF VISITORS											
	TOTAL	CANADA	ONTARIO	QUEBEC	MANITOBA	CANADA	OTHER U.S.A.	TOTAL U.S.A.	MICHIGAN	NEW YORK	OHIO	OTHER U.S.A.
INTERVIEWS (ACTUAL)	812	167	104	14	16	33	643	360	16	84	183	
TOTAL VEHICLES	87280 100.0	24158 100.0	11732 100.0	2270 100.0	1877 100.0	8280 100.0	63001 100.0	27734 100.0	3898 100.0	9598 100.0	21771 100.0	
FIRST TRIP	35578 40.8	7260 30.1	3323 28.3	1449 63.8	118 6.3	2369 28.6	28198 44.8	6638 23.9	1437 36.9	4658 48.5	15464 71.0	
REPEAT TRIP	51702 59.2	16898 69.9	8409 71.7	821 36.2	1758 93.7	5911 71.4	34804 55.2	21096 76.1	2460 63.1	4940 51.5	6307 29.0	
DID NOT STATE	* .	* .	* .	* .	* .	* .	* .	* .	* .	* .	* .	
ONE PRIOR	5266 6.0	1916 7.9	1316 11.2	281 12.4	81 4.3	238 2.9	3351 5.3	1008 3.6	* .	873 9.1	1469 6.7	
TWO PRIOR	5317 6.1	1009 4.2	426 3.6	185 8.2	109 5.8	289 3.5	4308 6.8	2438 8.8	* .	714 7.4	1156 5.3	
THREE PRIOR	8254 9.5	2024 8.4	1376 11.7	303 13.3	264 14.1	81 1.0	6230 9.9	2578 9.3	2460 63.1	593 6.2	599 2.8	
FOUR OR MORE PRIOR	32063 36.7	11717 48.5	5221 44.5	52 2.3	1222 65.1	5221 63.1	20346 32.3	14624 52.7	* .	2760 28.8	2962 13.6	
DID NOT STATE NUMBER	802 0.9	233 1.0	71 0.6	* .	81 4.3	81 1.0	569 0.9	449 1.6	* .	* .	120 0.6	





QUE.17-SOURCE OF INFORMATION FOR GREATER ALGOMA AREA

	TOTAL		ORIGIN OF VISITORS	
			TOTAL	TOTAL
			CANADA	U.S.A.
INTERVIEWS (ACTUAL)	812	167	643	
TOTAL VEHICLES	87280	24158	63001	
	100.0	100.0	100.0	
RECOMMENDED BY FRIENDS/ RELATIVES	33215	3571	29644	
	38.1	14.8	47.1	
TRAVEL AGENT	1406	*	1406	
	1.6	.	2.2	
GOVERNMENT TRAVEL OFFICE	249	*	249	
	0.3	.	0.4	
TRAVELOGUE/DOCUMENTARY MOVIE	176	*	176	
	0.2	.	0.3	
ADVERTISING IN MAGAZINES	2663	1069	1594	
	3.1	4.4	2.5	
ADVERTISING IN NEWSPAPER	353	*	353	
	0.4	.	0.6	
EN ROUTE	38940	18501	20319	
	44.6	76.6	32.3	
MAGAZINE/NEWSPAPER ARTICLE	2494	41	2453	
	2.9	0.2	3.9	
TELEVISION ADVERTISING	650	*	650	
	0.7	.	1.0	
RADIO ADVERTISING	*	*	*	
	.	.	.	
OTHER	9414	2140	7274	
	10.8	8.9	11.5	
DON'T KNOW/DON'T RECALL	919	45	874	
	1.1	0.2	1.4	



## QUE.17-SOURCE OF INFORMATION FOR GREATER ALGOMA AREA

	FIRST REPEAT TOTAL TIMERS VISITORS	
INTERVIEWS (ACTUAL)	812	258 554
TOTAL VEHICLES	87280 100.0	35578 51702 100.0 100.0
RECOMMENDED BY FRIENDS/ RELATIVES	33215 38.1	8951 24263 25.2 46.9
TRAVEL AGENT	1406 1.6	1069 336 3.0 0.7
GOVERNMENT TRAVEL OFFICE	249 0.3	109 140 0.3 0.3
TRAVELOGUE/DOCUMENTARY MOVIE	176 0.2	103 73 0.3 0.1
ADVERTISING IN MAGAZINES	2663 3.1	1545 1118 4.3 2.2
ADVERTISING IN NEWSPAPER	353 0.4	280 73 0.8 0.1
EN ROUTE	38940 44.6	20578 18363 57.8 35.5
MAGAZINE/NEWSPAPER ARTICLE	2494 2.9	1741 753 4.9 1.5
TELEVISION ADVERTISING	650 0.7	45 603 0.1 1.2
RADIO ADVERTISING	* .	* * . .
OTHER	9414 10.8	1598 7816 4.5 15.1
DON'T KNOW/DON'T RECALL	919 1.1	420 499 1.2 1.0







QUE.19-SIZE AND COMPOSITION OF PARTY

	TOTAL	TYPE OF TRIP-----		
		WEEK -DAY	WEEK -END	VACA -TION
INTERVIEWS (ACTUAL)	812	107	102	603
TOTAL VEHICLES	87280 100.0	8325 100.0	8026 100.0	70929 100.0
ONE	7822 9.0	2428 29.2	449 5.6	4945 7.0
TWO	44012 50.4	3563 42.8	2072 25.8	38377 54.1
THREE	12600 14.4	1201 14.4	719 9.0	10680 15.1
FOUR	14757 16.9	614 7.4	3457 43.1	10686 15.1
FIVE	4117 4.7	343 4.1	1138 14.2	2637 3.7
SIX	2476 2.8	131 1.6	191 2.4	2153 3.0
SEVEN	295 0.3	45 0.5	* .	250 0.4
EIGHT	131 0.2	* .	* .	131 0.2
NINE OR MORE	1069 1.2	* .	* .	1069 1.5
ADULT MEN ONLY	22848 26.2	4253 51.1	1472 18.3	17123 24.1
ADULTS WOMEN ONLY	2343 2.7	399 4.8	202 2.5	1743 2.5
ADULTS ONLY	67858 77.7	6783 81.5	5829 72.6	55245 77.9
ADULTS & TEENS ONLY	7032 8.1	421 5.1	349 4.3	6263 8.8





	TOTAL	TYPE OF TRIP-----		
		WEEK -DAY-	WEEK -END	VACA -TION
ADULTS & CHILDREN ONLY	8598 9.9	752 9.0	1848 23.0	5997 8.5
ADULTS, TEENS & CHILDREN	3689 4.2	340 4.1	* .	3348 4.7



QUEBEC-20-OCCUPATION OF PARTY HEAD

	INTERVIEWS (ACTUAL)	ORIGIN OF VISITORS		
		TOTAL	TOTAL CANADA	TOTAL U.S.A.
		812	167	643
	TOTAL VEHICLES	87280 100.0	24158 100.0	63101 100.0
	PROFESSIONAL	14320 16.4	3529 14.6	10670 16.9
	EXECUTIVE, OWNER, MANAGER	9612 11.0	3182 13.2	6429 10.2
	SALESMAN	3484 4.0	977 4.0	2507 4.0
	CLERICAL WORKER	5801 6.6	645 2.7	5156 8.2
	SKILLED LABOURER	35806 41.0	11209 46.4	24597 39.0
	UNSKILLED LABOURER	376 0.4	81 0.3	294 0.5
	FARMER	507 0.6	109 0.5	398 0.6
	HOUSEWIFE	946 1.1	244 1.0	702 1.1
	PENSIONED, RETIRED	10195 11.7	1785 7.4	8411 13.3
	UNEMPLOYED	1179 1.4	1076 4.5	103 0.2
	STUDENT	4720 5.4	1076 4.5	3644 5.8
	NOT STATED	335 0.4	244 1.0	90 0.1



## QUE. 21-ANNUAL FAMILY INCOME

	TOTAL	ORIGIN OF VISITORS	
		TOTAL CANADA	TOTAL U.S.A.
INTERVIEWS (ACTUAL)	602	131	466
TOTAL VEHICLES	64735 100.0	18923 100.0	45691 100.0
UNDER \$5000	5629 8.7	1386 7.3	4243 9.3
\$5000-\$6999	2277 3.5	646 3.4	1631 3.6
\$7000-\$9999	15080 23.3	2364 12.5	12717 27.8
\$10000-\$14999	26369 40.7	11511 60.8	14858 32.5
\$15000-\$19999	8644 13.4	1561 8.3	7083 15.5
\$20000 AND OVER	6735 10.4	1455 7.7	5159 11.3
AVERAGE (000'S)	12.14	12.22	12.08



VISITING AUTOMOBILE PARTIES TOWING/CARRYING BOAT/MOBILE HOME

	TOTAL
INTERVIEWS (ACTUAL)	812
TOTAL VEHICLES	87280 100.0
TOWING A TRAILER	10432 12.0
TOWING A BOAT	7358 8.4
CARRYING CANOE/BOAT	6598 7.6
MOBILE HOME	8086 9.3
NONE OF THESE	59917 68.6





ESTIMATED NUMBER OF VISITING AUTOMOBILE PARTIES BY POINT OF EXIT (GREATER ALGONA AREA)

TOTAL	
INTERVIEWS (ACTUAL)	812
TOTAL VEHICLES	87280 100.0
SAULT STE. MARIE (BRIDGE)	37680 43.2
HIGHWAY 17 NORTH (WHITE RIVER)	16976 19.4
HIGHWAY 17 EAST (MASSEY)	30544 35.0
HIGHWAY 101 EAST (CHAPLEAU)	2080 2.4



## ESTIMATED NUMBER OF VISITING AUTOMOBILE PARTIES EXITING FROM GREATER ALGOMA AREA BY TIME OF DAY

INTERVIEWS (ACTUAL)	TOTAL
812	
TOTAL VEHICLES	87280 100.0
7 A.M. - 9 A.M.	9620 11.0
9 A.M. - 11 A.M.	14178 16.2
11 A.M. - 1 P.M.	10331 11.8
1 P.M. - 3 P.M.	12733 14.6
3 P.M. - 5 P.M.	20281 23.2
5 P.M. - 7 P.M.	9439 10.8
7 P.M. - 9 P.M.	5549 6.4
9 P.M. - 11 P.M.	5148 5.9



ESTIMATED NUMBER OF VISITING AUTOMOBILE PARTIES EXITING FROM GREATER ALGOMA AREA BY DAY OF WEEK

	TOTAL
INTERVIEWS (ACTUAL)	812
TOTAL VEHICLES	87280 100.0
MONDAY	14403 16.5
TUESDAY	11194 12.8
WEDNESDAY	9117 10.4
THURSDAY	14100 16.2
FRIDAY	9793 11.2
SATURDAY	13840 15.9
SUNDAY	14833 17.0



Algoma Area Visitor Survey

Hello; the Ontario Department of Tourism and Information is conducting a survey among visitors to the Algoma/Kinniwabi Pines Region, and I would like to ask you a few questions. Your co-operation is much appreciated. All data collected is for statistical and planning purposes only.

1. Where are you from?

\_\_\_\_\_  
(CITY) (Province/State)

12-  
13-

2. Are you on the going or returning portion of your trip?

GOING ..... 14-1      RETURNING ..... 2

3. And what is/was your main destination of your trip?

\_\_\_\_\_  
(CITY) (Province/State)

15-  
16-

- 4a. And what is/was the main purpose of your trip? (RECORD BELOW)

- 4b. Any other reason? (RECORD BELOW)

	QUESTION 4a	QUESTION 4b
	MAIN PURPOSE	OTHER PURPOSE
HOLIDAY/PLEASURE/VACATION .....	17-1	18-1
VISITING FRIENDS/RELATIVES .....	2	2
BUSINESS .....	3	3

5. Would you mind looking at this map here, (PRESENT EXHIBIT A), and tell me where you entered this area?

SAULT STE. MARIE (BRIDGE) ..... 19-1  
HIGHWAY 17 NORTH (WHITE RIVER)..... 2  
HIGHWAY 17 EAST (MASSEY)..... 3  
HIGHWAY 101 EAST (CHAPLEAU)..... 4

6. All in all, how long will you have been away from home on this trip?

LESS THAN 3 HOURS .....	20-1	10 DAYS - 9 NIGHTS .....	21-1
1 DAY - NOT OVERNIGHT ...	2	11 DAYS - 10 NIGHTS .....	2
2 DAYS - 1 NIGHT .....	3	12 DAYS - 11 NIGHTS .....	3
3 DAYS - 2 NIGHTS .....	4	13 DAYS - 12 NIGHTS .....	4
4 DAYS - 3 NIGHTS .....	5	14 DAYS - 13 NIGHTS .....	5
5 DAYS - 4 NIGHTS .....	6	15 DAYS UP TO 3 WEEKS .....	6
6 DAYS - 5 NIGHTS .....	7	21 DAYS - 1 MONTH .....	7
7 DAYS - 6 NIGHTS .....	8	MORE THAN ONE MONTH .....	8
8 DAYS - 7 NIGHTS .....	9		
9 DAYS - 8 NIGHTS .....	0	UNDECIDED .....	0





7. And how much time did you and your party spend in the Greater Algoma Area?

LESS THAN 3 HOURS .....	22-1	CHECK QUESTION 8, THEN GO TO QUESTION 10
1 DAY - NOT OVERNIGHT ....	2	
2 DAYS - 1 NIGHT .....	3	7 DAYS - 6 NIGHTS ..... 8
3 DAYS - 2 NIGHTS .....	4	8 DAYS - 7 NIGHTS ..... 9
4 DAYS - 3 NIGHTS .....	5	9 DAYS - 8 NIGHTS ..... 0
5 DAYS - 4 NIGHTS .....	6	10 DAYS - 9 NIGHTS ..... X
6 DAYS - 5 NIGHTS .....	7	11 DAYS - 10 NIGHTS ..... Y
		___ DAYS - ___ NIGHTS .... 23-

8. INTERVIEWER: IDENTIFY HERE THE TYPE OF TRIP; IF NOT ALREADY CLEAR FROM INFORMATION OBTAINED SO FAR ASK RESPONDENT)

WEEKDAY TRIP .....	24-1
Visitor came for a day or more during the week; <u>not</u> part of regular vacation	
WEEK-END TRIP .....	2
Visitor came for the week-end or any parts thereof; <u>not</u> part of regular vacation	
VACATION TRIP .....	3
Part of regular vacation	

9. Thinking only about the nights you and your party spent in the Greater Algoma area, what type of accommodation did you use? (PRESENT EXHIBIT B)

HOME OF FRIENDS/RELATIVES. 25-1	COMMERCIAL COTTAGE/CABIN... 5
PRIVATE COTTAGE/CHALET.... 2	CAMPGROUND/TRAILER PARK ... 6
HOTEL/INN/RESORT..... 3	OUTPOST CAMP/ESTABLISHMENT. 7
MOTEL ..... 4	OTHER ..... 8

10. (PRESENT EXHIBIT C) Looking at this list here, what recreational activities did you and your group undertake while in the area?

BIG GAME HUNTING .....	26-1	BICYCLING/TRAIL BIKING ..28-1
SMALL GAME HUNTING .....	2	MOTOR CYCLING .....
WATER FOWL HUNTING .....	3	MINI BIKING .....
STREAM FISHING .....	4	USING ALL TERRAIN VEHICLE 4
BOAT FISHING .....	5	VISITING MOVIE THEATRE .. 5
SHORE LINE FISHING .....	6	VISITING ZOO, BOTANICAL GARDEN, HISTORICAL OR NATURE EXHIBIT/DISPLAY. 6
SPEAR, NET FISHING .....	7	PHOTOGRAPHING .....
PICKNICKING .....	8	SKETCHING/PAINTING ..... 8
WATERSKIING .....	9	ROCK/MINERAL COLLECTING . 9
SWIMMING OR WADING .....	0	ATTENDING A SPECTATOR SPORTING EVENT ..... 0
MOTOR BOATING .....	X	ATTENDING A LIVE THEATRE OR MUSICAL PERFORMANCE. X
CANOEING .....	Y	ATTENDING A FAIR, EXHIBITION OR SPORTSMEN SHOW Y
SAILING .....	27-1	FLYING, GLIDING, SKY-DIVING .....29-1
KAYAKING/ROW BOATING .....	2	TARGET SHOOTING .....
HIKING .....	3	SKIN/SCUBA DIVING .....
RECREATIONAL WALKING .....	4	BASEBALL/BASKETBALL .....
RECREATIONAL DRIVING .....	5	FOOTBALL/SOCCER .....
GOLF .....	6	NONE OF THESE AT ALL..... 6
TENNIS/BADMINTON .....	7	
ICE SKATING .....	8	
CURLING .....	9	
BOWLING .....	0	
HORSE BACK RIDING .....	X	



11. During this trip, did you make use of any fly-in service, while in this area?

YES ..... 30-1 NO ..... 2

12. (PRESENT EXHIBIT D) I would like your ratings on a number of services that you may have experienced while in the Greater Algoma area. As I read off my list, would you tell me for each item, if the service was excellent, good, fair or poor; if you did not use it, just say "Did Not Use" (READ LIST)

	EXCELLENT	GOOD	FAIR	POOR	DID NOT USE
Hotel/Motel Accommodation ... 31-4	3	2	1	0	
Quality Of Restaurant Food .. 32-4	3	2	1	0	
Quality Of Restaurant Service 33-4	3	2	1	0	
Quality Of Dining Rooms .... 34-4	3	2	1	0	
Service Stations ..... 35-4	3	2	1	0	
Entertainment Facilities .... 36-4	3	2	1	0	
Recreational Facilities ..... 37-4	3	2	1	0	
Taverns And Cocktail Lounges 38-4	3	2	1	0	
Attitude Of Local People					
Towards Visitors ..... 39-4	3	2	1	0	
Local Prices Of Goods And					
Services ..... 40-4	3	2	1	0	

13. (PRESENT EXHIBIT E) - Looking at this card here, can you tell me which of these towns and villages you visited, that is, those you actually stopped at and spent some time in?

SAULT STE. MARIE .....	41-1	ASK: How much time did you spend in Sault Ste. Marie?
THESSALON .....	2	
BLIND RIVER .....	3	LESS THAN 3 HOURS ..... 42-1
ELLIOT LAKE .....	4	1 DAY - NOT OVERNIGHT .. 2
CHAPLAIN .....	5	2 DAYS - 1 NIGHT ..... 3
WAWA .....	6	3 DAYS - 2 NIGHTS ..... 4
		4 DAYS - 3 NIGHTS ..... 5
		5 DAYS - 4 NIGHTS ..... 6
		6 DAYS - 5 NIGHTS ..... 7
		7 DAYS - 6 NIGHTS ..... 8
		8 DAYS - 7 NIGHTS ..... 9
		9 DAYS - 8 NIGHTS ..... 0
		10 DAYS - 9 NIGHTS ..... X
		11 DAYS - 10 NIGHTS ..... Y
		___ DAYS - ___ NIGHTS ..... 1A

14. Approximately, how much money did you and your party spend in total, while visiting the Algoma area?

\$ ..... 44-  
45-  
46-

(ROUND TO THE NEAREST DOLLAR)

15. And how much of this was, approximately, spent for:

Accommodations, not including Food Portions, if any	\$ .....	47- 48- 49-
Food & Beverages (Restaurant, Store, Food Portions of Hotel Bills, etc.)	\$ .....	50- 51- 52-
Automobile (Gas & Oil)	\$ .....	53- 54- 55-
Automobile (Repairs & Maintenance)	\$ .....	56- 57- 58-
Entertainment	\$ .....	59- 60- 61-
Gifts, Shopping, Incidentals	\$ .....	62- 63- 64-
Major Expenditures (Property, Boat, etc.)	\$ .....	65- 66- 67-



16a. Was this your first trip into this area?

YES ..... 68-1                      NO ..... 2

16b. How many times have you visited this area before?

ONCE ..... 3  
TWICE ..... 4  
THREE TIMES ..... 5  
FOUR OR MORE TIMES .... 6

17. How was the Algoma area first brought to your attention? (DO NOT READ LIST)

RECOMMENDED BY FRIENDS/ RELATIVES ..... 69-1	EN ROUTE..... 7
TRAVEL AGENT ..... 2	MAGAZINE/NEWSPAPER ARTICLE . 8
GOVERNMENT TRAVEL OFFICE ... 3	TELEVISION ADVERTISING ..... 9
TRAVELOGUE/DOCUMENT. MOVIE . 4	RADIO ADVERTISING ..... 0
ADVERTISING IN MAGAZINES ... 5	OTHER ..... X
ADVERTISING IN NEWSPAPER ... 6	DON'T KNOW, DON'T RECALL ... Y

18. Would you consider visiting this area again?

YES ..... 70-1                      NO ..... 2

19. How many persons in your party are:

Adult Men, 20 Years And Over ?	71- _____
Adult Women, 20 Years And Over?	72- _____
Teenagers, 10 To 19 Years?	73- _____
Children, Under 10 Years?	74- _____
TOTAL	75- _____

20. And what is your occupation? (DO NOT READ OR SHOW LIST)

PROFESSIONAL ..... 76-1	FARMER ..... 7
EXECUTIVE, OWNER, MANAGER . 2	HOUSEWIFE, WIDOW, SPINSTER . 8
SALESMAN ..... 3	PENSIONED, RETIRED ..... 9
CLERICAL WORKER ..... 4	UNEMPLOYED ..... 0
SKILLED LABOURER ..... 5	STUDENT ..... X
UNSKILLED LABOURER ..... 6	NOT STATED ..... Y

21. (PRESENT EXHIBIT F) Finally, in which of these broad categories does your total annual family income fall - that is, the income of all persons in the family combined - before taxes? Just give me the letter of category please.

A. UNDER \$ 5,000 ..... 77-1	D. \$ 10,000 - \$ 14,999 ..... 4
B. \$ 5,000 - \$ 6,999 ..... 2	E. \$ 15,000 - \$ 19,999 ..... 5
C. \$ 7,000 - \$ 9,999 ..... 3	F. \$ 20,000 AND OVER ..... 6
	REFUSED/DON'T KNOW ..... 7

THANK YOU VERY MUCH; HAVE A SAFE AND PLEASANT TRIP.

INDICATE HERE:

TOWING A TRAILER ..... 78-1	MOBILE HOME ..... 4
TOWING A BOAT ..... 2	NONE OF THESE ..... 5
CARRYING CANOE/BOAT ..... 3	





INTERVIEWER: \_\_\_\_\_ DATE: \_\_\_\_\_

INTERVIEW CONDUCTED AT: SAULT STE. MARIE (BRIDGE) ..... 79-1  
HIGHWAY 17 NORTH (WHITE RIVER) ..... 2  
HIGHWAY 17 EAST (MASSEY) ..... 3  
HIGHWAY 101 EAST (CHAPLEAU) ..... 4

TIME OF DAY: 7 A.M. - 9 A.M. .... 5  
9 A.M. - 11 A.M. .... 6  
11 A.M. - 1 P.M. .... 7  
1 P.M. - 3 P.M. .... 8  
3 P.M. - 5 P.M. .... 9  
5 P.M. - 7 P.M. .... 0  
7 P.M. - 9 P.M. .... X  
9 P.M. - 11 P.M. .... Y

DAY OF WEEK: MONDAY ..... 80-1  
TUESDAY ..... 2  
WEDNESDAY ..... 3  
THURSDAY ..... 4  
FRIDAY ..... 5  
SATURDAY ..... 6  
SUNDAY ..... 7

STINT NUMBER: \_\_\_\_\_







